

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 18.

NEW YORK AND CHICAGO, OCTOBER 28, 1911.

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SIX MONTHS, \$1.00

BUSINESS COST

The Stationers' Association of New York Devotes Its First Fall Meeting to a Discussion of the Subject.

At its first meeting after the summer intermission the Stationers' Association of New York resumed its practical work by discussing the subject of the Cost of Doing Business. As the minds of the members had been prepared for the discussion by their Publicity Committee there was a general expression of opinion that disclosed a very live interest in the question.

BUFFALO PRAISED FOR ITS HOSPITALITY.

After the regular monthly meeting and dinner was finished reports of various committees were heard, these being followed in turn by the report of Theo. L. C. Gerry, who, as the delegate of the association to the Buffalo Convention, made a report in which he told of the success of the annual meeting and praised the Stationers' Club of that city for its great hospitality. Mr. Gerry urged greater interest in the National and expressed the hope that there would be a large delegation from the East to go to Omaha next fall.

Mr. Gerry, as chairman of the Publicity Committee, opened the discussion on the Cost of Doing Business. As a preliminary he said that he was very much surprised at the interest shown in the subject which he attributed in large measure to the publicity given the matter by the trade press. The booklet entitled "The Cost of Doing Business," had been distributed, Mr. Gerry said, to the whole New York trade, regardless of the question of membership in the association. Thanks to the trade press, he added, the subject had aroused an interest not contemplated, not only throughout the United States but in many places in Canada. In view of this great interest the Publicity Committee will later on compile another booklet on the same subject.

Getting down to the items that go to make up cost Mr. Gerry referred the members to page 10 of the booklet, which contained the following items which taken all together are supposed to include all that constitute "cost":

ITEMS THAT MAKE UP COST.

Salaries of salesmen.
Traveling expenses of salesmen.
Advertising, including catalogues.
Gifts to customers.
Salaries of buying department.
Expenses of buying department.
Labor and expenses of warehousing department.
Labor and expenses of shipping department, including all deliveries to transportation companies and to customers locally.
Salaries of principals.
Rent.
Interest on capital and surplus.
Interest on borrowed money.
Salaries and wages of house employees.
Dues to trade organizations.
Stationery.
Postage.
Telegraph.
Telephone.
Insurance: Fire, credit, casualty, partnership, bonds, liability, plate glass.
Depreciation on merchandise on hand.
Unjust claims by customers.
Charity.
Damage, breakage, loss, freight and express charges on returned goods.
Collections.
Miscellaneous expense.
Repairs. Store supplies.
Fuel. Warehouse supplies.
Light. Warehouse fixtures.
Heat. Store equipment.
Power. Office equipment.
Freight. Taxes.
Bad debts. Legal expense.

Before discussing any particular item Mr. Gerry said that an adherence to the list would result in making the stationery business a profitable one and that if some concerns must be eliminated it is the non-

(Continued on page 13.)

COMPLAINT BUREAU

New York Credit Men Launch Plan for Fighting Fraud—Campaign to Be Waged for the Elimination of the Evil.

THE New York Credit Men's Association has formulated its plans for a systematic campaign against fraud in business transactions, which have been for some time under consideration. While many other affiliated branches of the National Association of Credit Men have been working for the same object, the situation in New York is complicated by such an immense variety of interests represented in the association that more than the usual study has been required so as to fix upon a system which would treat all members fairly. As the evils it is proposed to remedy are not unknown to the trade, stationers will no doubt be interested in the plan outlined below.

The chief feature of the plan recommended by the investigation and prosecution committee of the New York Credit Men's Association is the establishment of a complaint bureau under the direct charge and control of counsel for the association.

The committee in its report says the association's members will shortly be asked to contribute to the prosecution fund, and this will be employed on such a complaint bureau and the collection of data concerning fraudulent operations.

WILL BENEFIT ALL INTERESTS.

"The work will be sufficiently comprehensive to interest and benefit the great variety of business represented in the association's membership. The plans are based upon the belief that commercial fraud is systematically practiced in certain of its phases by persons who make such operations their regular business."

"There is a firm and fixed conviction in the minds of the members of the committee that spasmodic criminal prosecutions of individuals are not sufficiently effective in overcoming business frauds operated upon

(Continued on page 36.)

LOOSE LEAF IN LAW

If Containing Original Records They Are Admissible—Evidence Needed That Records Have Not Been Changed.

The pertinent inquiry printed below was sent in this week to the Legal Department of THE STATIONER. The answer which accompanies, while one of general interest, touches the stationer particularly, as it concerns the legal validity of records entered in loose leaf books. The question follows:

"Will you be kind enough to supply the writer with one or more cases where law suits in reference to accounts kept on loose leaf systems have been approved by the courts? By this we mean not only loose leaf ledgers, but loose leaf books in their entirety. As we understand it, loose leaf ledgers do not cut much figure when it comes to a show down in court, the principal evidence being the sales book.

"Can you help me out?"

THE ANSWER.

The attorney in charge of THE STATIONER'S Legal Department makes this answer:

"There is no rule of law or evidence admitting or excluding book entries simply because they are made in loose leaf books. Loose leaf books will be judged by the general law as to the advisability of book entries, and there are no cases in the digests which decide them on any other grounds. In fact, I have not been able to find any reported cases which discuss loose leaf books as such at all.

"To be admitted as evidence, a book of accounts must be a book of original entry; that is, the first book in which a complete record of the transaction appears. Usually it is the day book. A ledger is never considered a book of original entry if the transaction is first entered in another book, although a book can be admitted though kept in ledger form, provided it is the first record of the transaction.

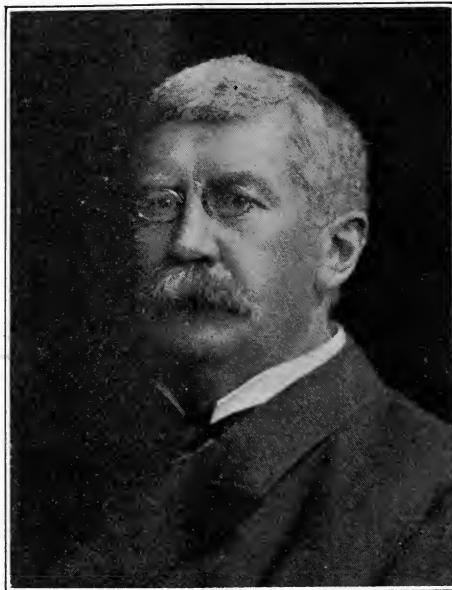
"By this rule a loose leaf book will be judged like any other. If it offers the first complete record, it will be admitted in evidence, provided it satisfies the other requirements of the law. Those requirements of the law it may have more trouble in satisfying than other books, but nevertheless, it can satisfy them and when it does the book is just as admissible as any other.

"What are the other requirements of the law? Mainly that the entries in a book of account should have been made at or about the time of the transaction; in other words, that they constituted a part of it. Inasmuch as a loose leaf book has removable leaves, it would rest under additional suspicion, so to speak, and the person seeking to have it admitted in evidence would therefore have to go a little further in his proof than in the case of ordinary books.

He would have to show not only that the entries were made at or about the time of the transaction, but that they had never been removed or changed since the original entry. If this can be proved I can see no reason why a loose leaf book is not just as good evidence as any other, and I believe this is the view which would be taken by the courts of all states."

Death of Henry K. Dyer

Mr. Henry Knight Dyer, retired, died of heart disease on Thursday at his home, No. 86 Lefferts place, Brooklyn, N. Y. Mr. Dyer was born in New York and was in



THE LATE HENRY K. DYER.

his sixty-fifth year. He was graduated from the public schools of Brooklyn, and started to work immediately after with Dennison & Company, stationers and manufacturers of paper goods. From the position of office and errand boy he passed through every grade of employment in the concern until he became the president of the company in 1892. In 1904 he retired from business.

Mr. Dyer was a director in many financial institutions of Brooklyn, being especially interested in the Home Trust Company of Brooklyn, of which he was one of the organizers. At the time of his death he was interested in the construction of a public library for Woods Hole, Mass., in which village he had his summer home. He is survived by a widow and one daughter.

Logan's Tribute to Mr. Dyer

The letter reproduced below is in answer to a note from the editor of THE STATIONER, asking James Logan, mayor of Worcester and president of the United States Envelope Company, if he would kindly favor THE STATIONER with a few words in regard to his deceased friend,

H. K. Dyer. Mr. Logan's answer follows:

"THE AMERICAN STATIONER,

"150 Nassau street, New York, N. Y.
"GENTLEMEN: I am in receipt of yours of October 23, advising me of the death of my lifelong business and personal friend, Harry K. Dyer, formerly president of the Dennison Manufacturing Company. Until I received your letter I had not heard of his sudden death, and it comes to me with a shock; another strand that has bound the past to the present has been broken.

"Only last month I received a letter from Mr. Dyer, inviting me to stop over at Woods Holl, Mass., if I ever got into that neighborhood.

"The friendships of business, how choice they are; the finest assets of life, and as we grow older and one after another drops out of the ranks and the circle grows smaller, we come to put upon them a higher value.

"Just at this point it is well to inquire who was instrumental in giving value to these assets of life? Who marked the boys who eventually made up the working team of the house of Dennison? Who marked H. K. Dyer? And the answer is, E. W. Dennison.

"In 1904, in a conversation with Mr. Dyer, he made reference in such a loving way to Mr. Dennison, whose portrait stood on the mantel in his office in New York, that on my return home I felt called upon to write him a letter, which I am glad to reproduce.

"Happy the business man who, when he reaches the gloaming of life, can say:


"No man in my employ can ever say that I taught him to be deceitful or tricky in the world of business. It has been my aim to give to all the men associated with me the ideals which have a permanent value."

"And so today, while we appreciate all the splendid qualities of our friend Dyer, we do not want to forget the man who put the stamp of his personality upon the boy, who finally became the man who was his successor as one of the captains of industry in the United States.

"Yours very truly,
(Signed) "JAMES LOGAN."

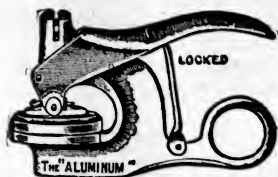
A woman who, after five years of married life, found herself with an invalid husband and no source of income, made toys, such as she had seen in Germany, and a good market was found for them in department stores. She showed the toys first to children and profited by their comments upon them. She says dolls are especially profitable.

"Pull" doesn't amount to much, except to eventually pull a man's reputation down.



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 Dalton Massachusetts U.S.A.

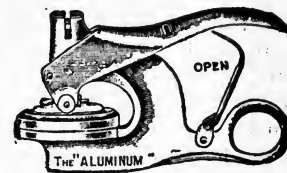
Our papers are also supplied by Eaton, Crane & Pike C o., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



WE NOW FURNISH A NEW PATENT LATCH LOCK WITH THE
MOST POPULAR POCKET SEAL ON THE MARKET

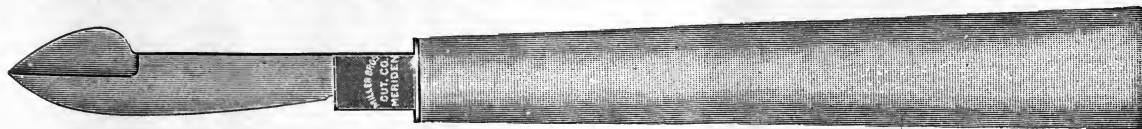
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WEIGHS ONLY 10 OUNCES SIZE OF DIES 1 1/2" DIAMETER



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AGENCIES in every part of the world—in every city of prominence.

EXTREMELY GOOD

**This Is the Way Boston Stationers Report
the State of Trade in Their City—
All Branches in Good Shape.**

New England Office, THE AMERICAN STATIONER,
127 Federal St., BOSTON, October 26, 1911.

That the stationers are taking advantage of the opportunity afforded by the getting up of novelties for special holidays is fully evidenced in the big business being done by the local dealers on Hallowe'en novelties. The trade on goods for this event this year is reported to be considerably ahead of last year, and several of the jobbing houses have stated that they have been entirely cleaned out of Hallowe'en novelties, and could have disposed of many more if they could secure a supply. On staple lines business is exceptionally good, and no doubt will continue to show the same proportionate increase during the closing days of this year. There has been quite an advance in the numbers and size of orders being received by the commercial stationers and the printing end of the trade is in an excellent shape at the present time. There is still some business on souvenir post cards, while photo supplies and office supplies have been largely called for. Social stationers continue to find themselves in the midst of a rush for the immediate supplying of wedding announcements.

E. C. Ripka, who has for many years, with James G. Magee, represented C. F. Rumpp & Sons, of Philadelphia, in this field, will no longer cover this territory, having been appointed in charge of the New York sales room of his company. Mr. Magee will continue to cover this

field with an assistant who is yet to be appointed as successor of Mr. Ripka.

PRINTERS HOLD COST CONGRESS.

The first gathering of the members of the printing industry of New England took place here today at the American House, where was held the first convention and cost congress of the New England printers and allied trades. That the printers of New England have finally aroused themselves to a realization of the conditions which have withheld the advancement of this industry was fully manifested by the large attendance which was present in the large hall of the American House. The convention opened at 10 a. m. sharp, and the delegates and those present settled down to a business discussion of how to make the printing business of New England the *best* business in New England. While there were a number of selected speakers who were assigned special subjects, the convention was an open debate, and was participated in in general by all the delegates and others present.

A. Shaw Van Hise, representing C. Howard Hunt Pen Company, arrived here this week, after a long trip covering his territory in the South. He expects to be here for several weeks covering this territory. His latest hand-out to you is a pad containing fifteen sheets of paper held together by the "twin grip" paper fasteners, which is made by the DeLong Hook and Eye Company, of Philadelphia, and for which his concern is now handling its products.

A. T. Streider and Mr. Stacey, representing Boorum & Pease Company, have been calling on the local trade during the past week, and escorting the various buyers to their sample rooms on Devonshire street, where they have been doing a thriving business during their short stay here.

Dan McLeod, representing S. E. & M. Vernon Company, of New York, is another loose leaf representative who has been making the rounds of the local trade, and from all reports has met with great success.

W. I. Halsey, representing the Esterbrook Steel Pen Company; A. T. Strieder, representing Boorum & Pease Company, and Dan. J. Kelly, of Morgan Dinson, of United States Envelope Company, were elected members of the Boston Stationers' Association at its meeting Friday night.

C. S. Hemingway, representing Byron Weston Company of Dalton, Mass., was here this week calling on the stationers as well as the paper jobbing trade, and reports an excellent demand for their Defiance bond paper, which his firm has recently placed on the market, and is being largely advertised through national magazines.

A. A. TANYANE.

The Souvenirs.

Among the souvenirs distributed throughout the convention were:

Handy outfit box of its specialties by the Dennison Manufacturing Company.

A box of devices for hanging up everything little and big by the Moore Push-Pin Company.

Hand blotter and paper drinking cups by the L. E. Waterman Company.

Silver razor blade pocketknife by the C. S. & R. B. Company. The company's name was not mentioned.

Sheepskin wallet by the Berkshire Hills Paper Company.

Ruler by the American Manufacturing concern.

Letterettes-paper and envelopes, combined with blotter, by the Cooke & Cobb Company, to the ladies only.

Bijau playing cards were likewise distributed to the ladies by Mr. Crusins of the U. S. Playing Card Company.

Knowledge is power and it dispels the fear that ignorance breeds.

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WHITING PAPERS ARE STANDARD

WHITING'S PAPETERIES

are made to meet the highest standard required in the papeterie trade. It is not alone the artistic quality of the cover design but the intrinsic value of the contents that measures the true selling value of box papers. Both are combined in Whiting's Papeteries. In buying them the purchaser has the advantage of dealing with a firm whose manufacturing and selling experience, extending over a period of forty years, has enabled them to incorporate in their productions all the salient features which catering to a particular trade shows are sure to be appreciated.

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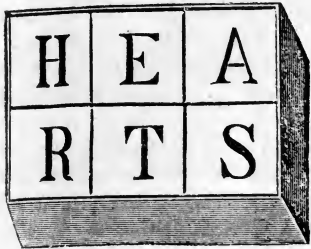
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We also carry a complete line of Dominoes, Dice Sets, Dice, Dice Cups, Game Counters, Cue Tips, Checkers, Checker Boards, Backgammon Boards, Chess Boards, Chess, Cribbage Boards, Cribbage Pegs, Poker Chips, Poker Sets, Score Pads, Tally Gard Games, Whist Sets, Playing Cards and etcetera.

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in Blank Book making was decided long ago. Back in 1840 when we first began making Blank Books we determined right then to make the best, and we have been making but the one kind ever since.

Ask any first-class Stationer.

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1840



1911

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CARBON PAPER

Typewriter and Pencil for All Purposes

OUR SPECIALTY:

MULTIGRAPH, PRINTOGRAPH, WRITERPRESS

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

THE BUCKEYE RIBBON AND CARBON CO.

311 St. Clair Ave., N. W.

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Not Stationary.

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U. S. Treasury

Inks, Mucilage and Paste
 are rapidly advancing

Are you getting your share? Send for Catalogue

WM. A. DAVIS CO., Boston, Mass.

MILES S. RICHMOND, TREAS.

BOSTON AT IT AGAIN

The Stationers' Association Celebrates the Opening of the Banquet Season—Lots of Fun with a Little Business.

New England Office, THE AMERICAN STATIONER, 127 Federal St., BOSTON, October 24, 1911.

The first informal banquet and business meeting of the Boston Stationers' Association was held this evening at Young's Hotel, and was attended by nearly forty members. One feature alone which will commend this event to all was the promptness with which it was started. The attention given to this detail assured everyone that things had started right. And started right they had and with a bang.

It was a rip roaring affair from the moment President George C. Whittemore took his position at the head table directly under the painting of George Washington. While the father of our country was first in the hearts of his countrymen he had nothing on George C. Whittemore, who soon found that he was first in the hearts of his fellow members of the Boston Stationers' Association and the first choice of those present as his own successor to the president's chair for another year.

WHITTEMORE RENOMINATED.

After disposing of an excellent menu the meeting was called to order by President Whittemore, who welcomed the members in a short speech and then called on Frank W. Bailey for remarks. The latter dwelt on the necessity of the

stationers working together and urgently recommended the holding frequently of meetings of a similar character to that of this evening. At this moment the members, headed by Frank Bailey and Sam Hobbs, bearing a banner with the words "We want George N. Whittemore for our next President," marched around the dining room singing, "He's a Jolly Good Fellow." It was several minutes before the cheering subsided, and like a thunderbolt out of the sky President Whittemore announced the man whose name appeared on the banner was unknown to him, and not being present he could not respond to the enthusiastic reception intended for the unknown. Behold the artist had substituted an "N" for "C" (which means cheerful) in George's name, and no one could blame him for being unfamiliar with the personnel of the unknown.

George has done so well for the association during the past two years it is hoped they will let "George" do it some more. At this point the following were appointed a nominating committee to report a list of officers, at the annual meeting in January, for the ensuing year: W. J. Chaplin, Frank W. Bailey, Arthur Paulson, F. J. McLeavy and H. Bradford.

THE TOPICS OF THE SPEAKERS.

As this was a business as well as social meeting, open discussion was started by Samuel Ward, who spoke on cost systems. Abner K. Pratt discussed generally the absence of representation in the association of some of the older members of the trade. Mr. Hutchinson, of New Bedford, spoke of the reforms

instituted during the past year in the book business. Of course this was a vital subject with W. B. Clarke and straight from the shoulder he drove home facts on the book and stationery business that were interesting to those present. Sam Hobbs was called upon to enlighten the members how it was possible to acquire automobiles in the stationery business, but Sam was so interested in the good time he had at Buffalo that he consumed his allotted time in telling of incidents attending his presence at the convention. If any one was overlooked in being called upon for remarks it was because he was not present. Just to let the absent ones at home see what a fine bunch of good fellows they missed meeting, Abner K. Pratt suggested that the names of those present be published, so here they are: Abner K. Pratt, Samuel Ward, George C. Whittemore, Frank W. Bailey, George Pratt, W. J. Chaplin, W. B. Clarke, J. W. Newton, Sam Hobbs, C. H. Bradford, W. Alexander, George E. Damon, H. Hutchinson, of New Bedford; C. H. Cole, of Lawrence; W. M. L. McAdams, A. K. Annabelle, A. T. Streider, Harper W. Poulson, R. Ward Carroll, F. Treat, W. F. Gaylord, A. L. Delesdernier, W. H. Riddle, Neil Buckley, Joseph Lowe, C. S. Hemingway, of Byron Weston Co., Dalton, Mass.; G. H. Hobson, W. Adams, of L. L. Brown Paper Co.; Mr. Howe, of Haverhill, and Mr. Coulter, of Clinton.

A. A. TANYANE.

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are made for all salesmen and for all others doing manifold work, and each sale is a silent testimonial to the policy of convincing a customer that you are after something besides his money. Dixon's

Order Book Pencils are specially manufactured for writing on manifold order books, being soft enough to avoid tearing the paper but hard enough to make clear carbon copies. In appearance the Order Book is round, yellow finished with ornamental metal tip. Packed six in a slide box and twelve boxes in a carton. Dixon's Order Book pencil fills a long-felt need. Will you help to create the demand?

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THERE IS NO BETTER

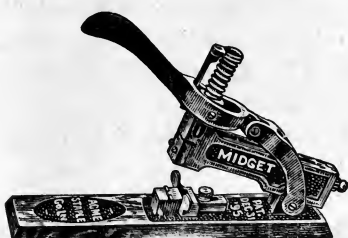
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than is to be found in the thousands that are being used and giving satisfaction daily. For binding together papers, light fabrics, ticketing samples, etc., etc., for desk or general office use, they stand alone for real merit.

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If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



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WE are the LARGEST MANUFACTURERS of Stationer's Tin Goods—We carry a large stock, therefore are able to make prompt shipments at very low prices.

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A. W. FABER

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"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices. Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

A. W. FABER

Established 1761

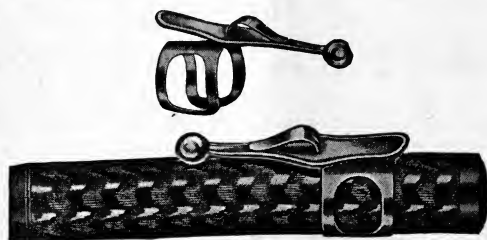
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ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

Sold by all leading jobbers.

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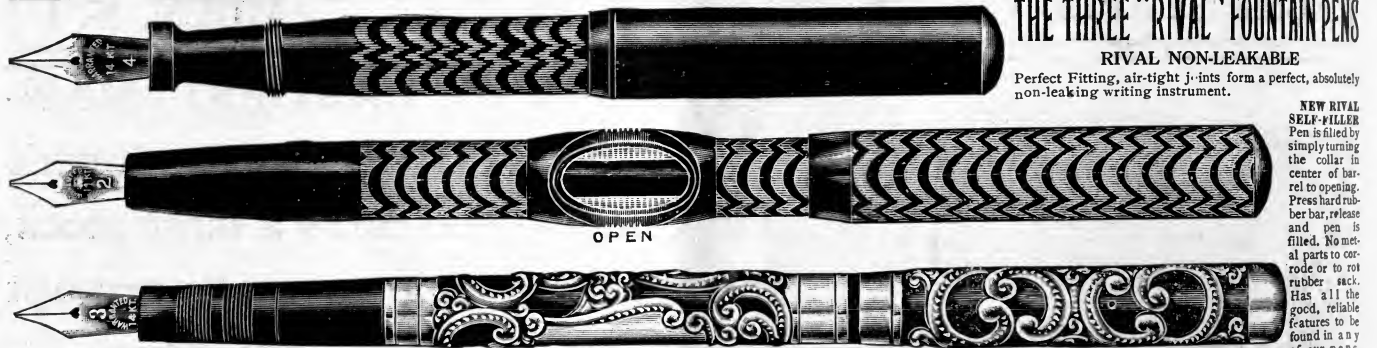
Marcus Ward's Guest Book—the pioneer in the field which it covers—is arranged for autograph record of the guests' arrival and departure, with space for a recital of interesting incidents and impressions of the visit. At the top of each page are quotations from the poets, expressing the hosts' sentiments, and before each name greetings appropriate to the guests, with spaces to be filled in—NAME, ADDRESS, ARRIVED, LEFT, GOING TO, and in the last space "EVENTS, ADVENTURES AND REMARKS."

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RIVAL NON-LEAKABLE

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER
Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

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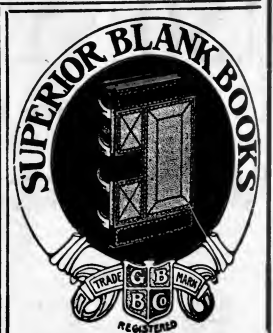
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



Eberhard Faber **F** Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

Trade suffered last week because of the rainy weather, but with the return of sunshine on Monday there was an all-round improvement, as is shown by the reports sent in by our correspondents from the various big cities. Practically all branches of the trade are now active, as retailers, commercial and social stationers are all busy taking care of their regular fall trade, which is now in full swing. The manufacturers and jobbers on their side are filling orders for the holidays, the preparations for which are now under way in good earnest.

A young man who had in his room a rubber stamp outfit for imitating certifications on bank checks and who confessed that he had been using it, was arrested in Altman's store, New York, on Monday, while trying to pay for an overcoat with a check for \$210. In his room also was a bogus check for \$6,000. "There's no use lying," said Walsh. "Come to my room and I'll show you how I did it." Three police detectives accompanied Walsh and Larkin to 491 Seventh avenue, that city. They found a checkbook of an Elizabeth (N. J.) bank with every check gone, a check for \$6,000 signed "S. B. Ferriss" and "certified," a rubber stamp whose letters spelled "Certified," and a pocket rubber stamp outfit with movable type. On the inside cover of the box containing the outfit the name of the Mount Morris Bank of Harlem had been stamped again and again. Walsh said he had cashed a forged check for \$165 at another store two months ago. His father is well known at the City Hall, New York, where he has a good deal of business.

The McClure Publishing Company, of New York, was incorporated this week,

capitalized at \$50,000. The incorporators are S. E. Freund, R. H. Hansl, both of New York City, and J. J. Quinlan, of Greenpoint, L. I.

James L. Perkins, formerly president and treasurer of James L. Perkins & Co. (corporation), book publishers at 11 Cliff street, New York, has filed an individual petition in bankruptcy, with liabilities \$20,393 and no assets. A petition in bankruptcy was filed against the corporation on July 7 last. Among the creditors are Florence Crewe-Jones, author, of 616 West 136th street, who has a suit against him for \$10,000 damages for using her name without authorization to a book translated from the French; Arthur C. Wentworth, Springfield, Mass., \$3,000, loan; Perkins-Goodwin Company, \$6,919, endorser on a note of James L. Perkins & Co., and J. J. Little & Ives Company, \$419, endorsement on a note of James L. Perkins & Co.

The motion of the Review of Reviews Company for a preliminary injunction to restrain Postmaster-General Hitchcock and Postmaster Morgan, of New York City, from enforcing the postal regulation of August 26, 1911, was denied on Monday by Judge Ward of the United States Circuit Court, who said that if Mr. Hitchcock had shown unfair discrimination in enforcing the order for "private or personal" reasons, as was charged in the plaintiff company's petition filed last week, he could probably be impeached, but the court could not interfere. The reason given for the discrimination is that it costs the government more to transport monthly and semi-monthly periodicals than it does to carry weekly and daily periodicals. The postal regulation in question requires the former to be carried to Western points by fast freight and the other by

through express mail trains. Recently the Postoffice Department has been sending the Review of Reviews by fast freight instead of by mail. Judge Ward says the only question is whether the regulation is illegal.

A report from an American consulate in the United Kingdom states that a local firm of commission agents and importers, with a staff of agents throughout the country, is desirous of being put in touch with American manufacturers of pictorial post cards and small, cheap novelties, wishing to place their goods on that market. Those interested should address Inquiry No. 7456, care Bureau of Manufactures, Washington, D. C.

Charles H. Althouse, of Quakerstown, Pa., has sold his newspaper and magazine agency to Raymond Rodelgo, who will take possession November 1.

An American consular officer in Great Britain reports that requests have been made at his office for the name and address of an American agency for American books in England. The report states that inquiry and investigation in the city in question have established the fact that no stores exist where American books or publications could be purchased. In writing in regard to this matter, letters should be addressed Inquiry No. 7449, care of the Bureau of Manufactures, Washington, D. C.

Of interest to some branches of the trade is the new freight regulation in Texas: "Effective November 1, toys, boxed, will take first class rating in less than carloads and class A in carloads."

James Zimmerman, proprietor of the Ratchet store in Fort Wayne, Ind., has sold his stock, and will move onto his farm in the near future.

The Automatic Clock Company, of Wilmington, Del., was incorporated last

HURD'S LAWN FINISH

is the reproduction of the sheerest linen in the form of writing paper. The writing surface is perfect. This is the most popular and finest quality fabric finish writing paper made. It is the delight of letter writers.

We make it in Steel White, Dresden White, and many beautiful tints.

Hurd's Lawn Finish is the standard by which all others are measured.

We have just added to our line two new styles of paper and envelopes, Jeannette for notes and Katherine for letters. Let us send you samples.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

week, capitalized at \$1,000,000. The incorporators are J. F. Robie, J. D. Rhodes, both of Washington, D. C., and A. P. Stevenson, of Wilmington, Del.

Cox Bros. have opened a stationery store at 425 Broadway, Chelsea, Mass., near the County Savings Bank. They have a good store and a clean stock. "They are," says the Record of that city, "pleasant young men, who hope to build up their business by giving the people what they want, and by giving them courteous attention."

The novelty store of M. L. Harmon & Son of Bloomington, Ind., was destroyed last week by fire.

Harry W. S. Schmid, stationer, will shortly move from 919 Hamilton street, Allentown, Pa., to the first floor of the Hunsicker building, 19 North Seventh street, that city.

A petition in bankruptcy has been filed against Louis A. and David Michaelson, trading as the Tremont Merchandise Company, wholesale and retail dealers in stationery at 4121 Third avenue, New York, by these creditors: A. J. Hague & Co., \$104; Henry Rosenstein, \$70; Smith Tablet Company, \$212, and Weinberg Paper Company, \$150. Liabilities are \$1,500 and assets \$1,000. They began business on February 1 last. Judge Host appointed Wm. Henkel, Jr., receiver.

Jackson block factory on Arch and Commercial streets, has started making

a new line of goods. They have begun the manufacture of toys. Mr. Jackson says that if the venture is successful he will go into the toy making business on a larger scale.

While the city of Philadelphia has taken temporary charge of the property of Mrs. Louisa Musse, seventy-seven years old, of 424 West Huntingdon street, that city, who died from heart disease recently, neighbors state that the dead woman has a nephew living in Philadelphia and other relatives in Germany. The police are now endeavoring to locate the missing relatives, who will fall heir to approximately \$7,000. The deceased of late kept a cigar and stationery store. After her death \$1,300 in cash and the deeds for several properties were found on the premises.

The Waller racket store, of Mason City, Ia., will be open for business by the first of November. Mr. and Mrs. Waller have been in Minneapolis this week buying goods.

Mulligan's Book Store, on Broad street, Newark, N. J., founded by the late P. F. Mulligan, is now known as P. F. Mulligan, Inc. Articles of incorporation, with James R. Mulligan, George P. Mulligan and May F. Mulligan holding equal shares in a total capitalization of \$15,000, have been filed with the county clerk. James R. Mulligan is the registered agent.

The firm of Geo. A. Blake & Company,

of Detroit, Mich., is now installed in its new store on Woodward avenue, that city.

Victor Ramée, a retired New York stationer, living at 1722 West Second street, Gravesend, that city, was drowned last week while taking a bath in the bathroom. Mr. Ramée was seventy-two years old, and it is thought that he was seized with an attack of vertigo while in the tub.

This week the well-known house of Scranton, Wetmore & Company, of Rochester, N. Y., is receiving the compliments of its friends and customers on the completion of its store improvements. The firm is holding a fall "opening" this week.

Victor Ochea, calling himself an American citizen, journalist, inventor, fountain pen manufacturer and well-known aeronaut, has brought suit for \$100,000 for libel against Erman J. Ridgway and George D. Scott because of an article recently published in Everybody's Magazine and written by Scott.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



ARE YOU WISE TO THE FINEST LINE OF HOLIDAY GOODS

we have ever produced? We are particularly pleased with the results of our efforts for 1911-1912 and may be pardoned for our egotism in believing you will be more enthusiastic after you have seen our samples than even we are.

WARD'S FINE WRITING PAPERS and WARD'S FINE ENVELOPES

are two of our well-known products, in distinctive, artistic and elegant packages, which will make a hit wherever displayed. Drop a line to our nearest branch and have our salesman show you our samples.

WARD'S

SAMUEL WARD COMPANY

BOSTON

57-63 FRANKLIN STREET
New York—621 Broadway, Chicago—35 So. Dearborn St. San Francisco—833 Market St.

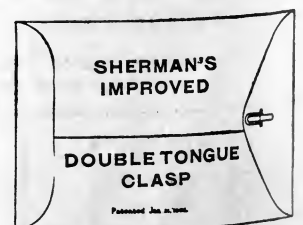
REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of
ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinographic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

BUSINESS COST

(Continued from page 3.)

profit making ones that should go. Commenting briefly on the first ten items Mr. Gerry started the first real discussion of the evening by defending the item of salaries to principals.

Mr. Ridderbrant, of the Dennison Manufacturing Company, said he did not believe the item was a legitimate part of the Cost of Doing Business, being on the contrary, he said they should charge it to the sales account, and as a basis for figuring profit he suggested deducting from the sales of the previous year all claims that should be applied to reduce the volume of sales. What is left after such deduction, would, in Mr. Ridderbrant's opinion, furnish a basis for figuring profit. He also added that he believed returned merchandise and depreciation of furniture and fixtures should be applied to reduce sales.

Treasurer Hanau said that in the book-keeping of his concern salaries of principals were always included. Because of the fact that Mr. Hanau's concern was a corporation, those who didn't believe in including salaries to principals all agreed that salaries to officers of a corporation was all right as an item of cost. Mr. Hanan, in the course of his remarks, said that it cost his company 25 per cent. of the total to do business. In this sum he said salaries to principals were included.

Those of the same opinion as Mr. Ridderbrant who didn't believe in paying principals a salary said there was a distinction between co-partner and corporation officials, the latter working for the stockholders instead of for himself. Those who thought differently said they could not see that it made any difference in the item whether a co-partnership or a corporation was under consideration. In this connection the fact was brought out by President Brewer that whereas business was heretofore done as co-partnerships it is now for various reasons conducted as corporations, there being in the great majority of cases no difference in ownership.

At about this stage in the discussion Mr. Near, of the Corlies, Macey Company, made a few remarks that made those present sit up and take notice. In making a plea for the consideration of specific concrete instances, he suggested the incorporation in the above list of the item "Cost of Killing Competition." He said he knew of houses that ought to put such an item down when figuring their cost.

He suggested the adoption of the harshest kind of methods towards such concerns as otherwise they will never know how to figure cost. It would be interesting, he said, to really find out how such houses reckon cost.

The Grievance Committee of the association was recommended by Vice-President

Rodgers as the best available medium for "sinking it into the offenders" to use the expression of Mr. Near. This gentleman, by the way, gave the members another thing to think about in referring to the possible inclusion of "spoiled work" in making up cost. This suggestion met the approval of Mr. Gerry and others.

ALLOWING FOR DEPRECIATION.

Somehow the discussion shifted here on to the amount that should be charged off for depreciation. President Brewer said quite positively that any sum less than 10 per cent. was a mistake. Mr. Bement, of the Dennison Manufacturing Company, cited the argument in favor of a uniform charge of 2½ per cent. of gross receipts.

Mr. Gerry contended that depreciation varied and that if a concern is going to make a fixed percentage it should be fixed on a well defined basis. Some years, he said, it may be only one per cent.

Mr. Hanau said that in his experience there was but little depreciation in stock, but that his concern charged off 10 per cent. last year for depreciation in fixtures.

Mr. Rodgers suggested the inclusion of the item of "Moving." While this is an expense that appears but seldom, still nearly all concerns move a few times in their career and for that reason some place for the item should be determined. In answer to Mr. Rodgers President Brewer suggested the establishment of an Emergency Fund.

A COLLECTION OF FAVORITES

CLOISTER
LINEN

**CRANE'S EARLY GEORGIAN
CRANE'S PAPIER LIGNÉ
CRANE'S GREYLAWN**

LONDON POST
NOTES

The decorations on this line are in a beautiful blending of colors and gold on a nebulae background.

The most unique and artistically decorated novelty boxes shown in years made in a large range of sizes and styles.

The three latest Crane papers have made a "hit" with the trade and have found instant favor with users of good stationery. The beautiful surfaces lend themselves to many charming color effects and make attractive fall and holiday gift offerings.

Crane's Linen Lawn may be had in an attractive portfolio lap tablet with covers in six of the most popular shades and supplied with pencils to match. Equally suitable for travel or the writing table.

Our Representatives and branch sales offices have all the new lines on exhibition.

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

THANKSGIVING NOVELTIES

Now that the retailers have gotten through with their Hallowe'en trade they will soon be looking around for something appropriate to Thanksgiving Day.

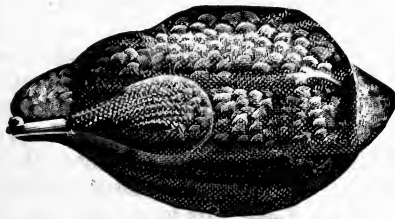


THANKSGIVING NOVELTY—N. Y. NEWS CO.

As is well-known, there are not a great many novelties for that holiday, post cards and a few other things embracing all there is for a stationer to handle. The appropriate articles for which there is a demand at Thanksgiving time are everything in the way of turkeys. A line of these, as shown in the accompanying cuts, is handled by the New York News Company, 15 Warren street, New York City. They can be retailed at from 10 to 25 cents each.

SHAMROCK PAPETERIES

The Shamrock writing paper for which the American News Company has had a large demand in pound packages is now put up in very neat white boxes, the title, "Shamrock-Cabinet—Fabric Finish," being done in green and gold. The boxes contain 48 sheets of paper



with envelopes to match. The paper is high, cloth finish and makes a good selling papeteries to retail at 25 cents per box.

NEW MECHANICAL SANTA

Something every stationer will want for his Christmas trade is the Mechanical Santa Claus, which consists of a piece of card board 13 x 20 inches, colored red in imitation of a chimney and having a fireplace at the base, all dressed for Christmas Eve. On the top of this setting is a big head of Old Santa which rocks to and fro all day with a few

windings. In this window attraction the chimney and everything on it are the real articles, all put in by hand and not lithographed. The head, which is lithographed in six colors, moves from right to left, the eyes moving also. This Mechanical Santa is one of the best window features gotten out in some time. It sells to the trade for \$24.

APPRECIATION LETTERS

The Tower Manufacturing and Novelty Company is showing at its office, 18 East 23d street, New York, a line of appreciation letters for merchants and business houses generally. There are two styles, colored and white, printed in black, red and gold, with envelopes to match. There are several different expressions of appreciation from the sender



THANKSGIVING NOVELTY—N. Y. NEWS CO.

and a place for the name at the bottom. The letters retail for \$10 a hundred with name printed at bottom, without name, \$8 a hundred. In lots of 500 they sell for \$7.50 a hundred, and without name, \$6 per hundred.

ADJUSTABLE BOOK RACK

The Schilling Adjustable Book Rack is, as stated by The American News Company, "really something new." The rack will hold one book or a dozen. It is an ornament on any desk, table or dresser. It is also artistic, convenient and durable. The rack is made of oxidized brushed brass. The price to the trade is \$12 per dozen.

PEN ATTACHMENT

A fountain pen attachment for drafts-men's pen, described in a recent issue of the Scientific American, consists of a cylindrical metal reservoir which can be readily attached by means of a spring clip to the pen handle. Ink from the reservoir flows through a capillary tube which delivers it to the space between the two blades of the pen. The reservoir is about 1/4-in. in diameter and a couple of inches



RESTRAINT OF TRADE

The manufacturer who first sells to you and then sells direct to your prospective customer is restraining your trade. It is not illegal but the majority of stationers evidently do not quite approve of it. That probably explains why they have made us the largest manufacturers of Carbon Paper in the world. We do not sell the consumer.

Manifold Supplies Co.

A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.

NATIONAL

LOOSE LEAF LEDGERS



NATIONAL:

Bound in Russia and Corduroy, gold tooled. Round back which opens flat at any point, making a level writing surface. Strong and rigid locking device. Twenty-four sizes. List price, smallest size, \$9.00.



YORKSHIRE:

Has same xx locking device as National, but without metal hinge. Bound in Moleskin, reinforced at hinges by double thickness of army duck. Twenty-four sizes. List price, smallest size, \$7.00.



SAXON: An excellent flat back ledger, with effective locking device. No exposed metal parts to scratch the desk. Bound in extra strong army duck with leather corners. Twelve sizes. List price, smallest size, \$3.50.

THE EXTENSIVE LINE OF NATIONAL BLANK BOOKS



THE National Blank Book Company, the largest makers in the world, produces every variety of regular bound books and loose leaf devices used in modern offices. These products bear the Eagle trade mark, which guarantees the best books that can be made for the money. It is a profitable line for stationers to carry.

Did you get your copy of the new catalog?

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS.

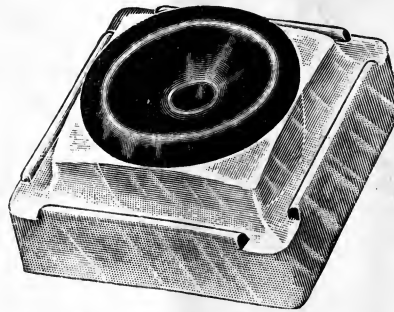
long, and the capillary tube has a length of perhaps 3½ ins. It is suggested by the inventor that a number of these reservoirs, ready filled with different colored ink.

NEW VICTOR INKSTANDS

Two excellent additions to its line of Victor inkstands are the Nos. 43 and 53, just made by the Weeks-Numan Company, 39 Park place, New York. Both of these are of the open-dip order and are sure to be popular because they are handy, clean and complete. As this new style sells at a very reasonable price, stationers should be anxious to stock it while it especially is new. The Weeks-Numan Company enjoys an enviable reputation in the stationer's hardware

Special Holiday Card Offer

H. L. Woehler, 32 Union Square, New York City, in an advertisement in this



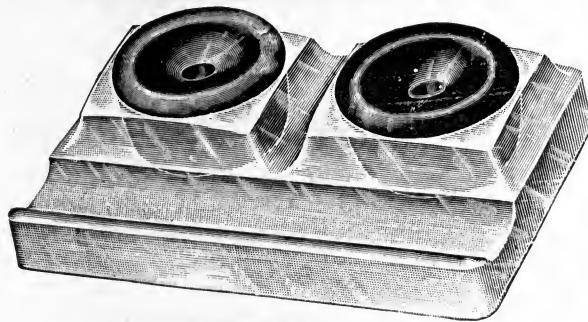
VICTOR OPEN-DIP NO. 43.

of the same was sold out some time ago and orders which had been sent in by mail and otherwise had to be cancelled. The demand for the Easter, Valentine and St. Patrick's Day cards promises to be equally as large, and those dealers who want to be sure of a supply should get their orders in early.

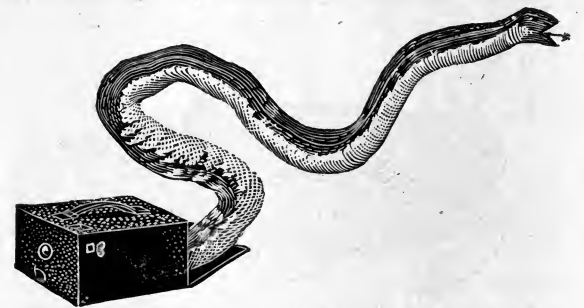
The line is especially adaptable for fine store trade, the designs being decidedly original, high class, rich in coloring and embossed on high grade stock.

Mr. Woehler makes a very reasonable proposition to responsible firms which would like to see the line, in that he is willing to send samples to all such, returnable if not satisfactory. The grades sell for \$3 per hundred and \$25 per thousand, and, as already suggested, if any

issue is calling the attention of the trade to his line of fine art cards for Easter,



VICTOR OPEN-DIP NO. 53.



THE LATEST THING IN SNAP-SHOT CAMERAS—WRITE NEW YORK NEWS CO.

and glassware lines and is especially strong in the variety of styles carried in inkwells and inkstands.

Valentine and St. Patrick's Day. The demand for Mr. Woehler's Hallowe'en cards was so large that the entire edition

dealer wishes a supply he should send in his request for samples early, so as to be sure of getting the best assortment.

**BADGER
BEAUTY
LOOSE LEAF
LEDGER**

250 ruled 8x10½ Double Entry leaves. Printed headings. Leather tab index. Cloth sides, with back and corners of Black Seal Grain Cowhide Leather.

Looks Well. Wears Well. Sells Well.

Send us \$3.75 for a sample. If it's not O. K. send it back at our cost.

We treat the trade right. Write us.



246-248-250-252
FLORIDA ST.

THE HEINN COMPANY
ORIGINATORS OF THE LOOSE LEAF SYSTEM OF CATALOGING
THE HEINN COMPANY

MILWAUKEE,
WISCONSIN



"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER

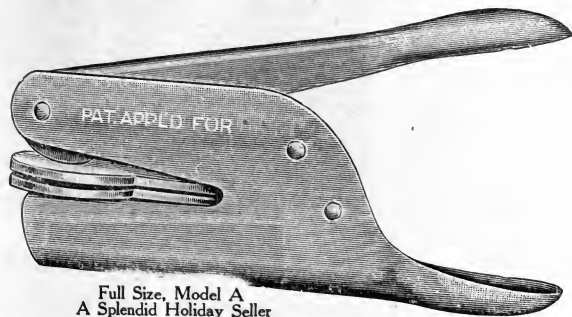


BANDS

You cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Daval" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

THE DAVOL RUBBER CO., - Providence, R. I.

ROOVER'S HAND EMBOSSER



Full Size, Model A
A Splendid Holiday Seller

The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
Require little effort to sell—one sale leads to more



Single Initials—25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered.
Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request.
It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

"PAPERS OF QUALITY"

MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

MOUNTAIN MILL PAPER COMPANY

LEE, MASS.

LIST OF MOUNTAIN MILL SNOWDRIFT SELLING AGENTS:

WM. H. CLAFLIN & CO, INC'D.....No. 332 Summer St., Boston, Mass.	BEEKMAN PAPER & CARD CO.....No. 56 Beekman St., New York.
HOWARD FISHER PAPER CO.....Baltimore, Md.	F. D. SARGENT.....No. 13 North Pearl St., Albany, N. Y.
MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill.	WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa.
KINGSLEY PAPER CO.....Cleveland, Ohio.	A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa.
DIEM & WING PAPER CO.....Cincinnati, Ohio.	O. W. BRADLEY PAPER CO.....St. Louis, Mo.
BEECHER, PECK & LEWIS CO.....Detroit, Mich.	ZELLERBACH PAPER CO.....San Francisco, Cal.
JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa.	F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn.
THE C. F. LESH PAPER CO.....Indianapolis, Ind.	ZELLERBACH PAPER CO.....Los Angeles, Cal.
BENEDICT PAPER CO.....Kansas City, Mo.	H. N. RICHMOND PAPER CO.....Seattle, Wash.
JOHN LESLIE PAPER CO.....Minneapolis, Minn.	W. E. EBBETS PAPER CO.....Syracuse, N. Y.
THE E. A. BOUER COMPANY.....Milwaukee, Wis.	A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York.

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

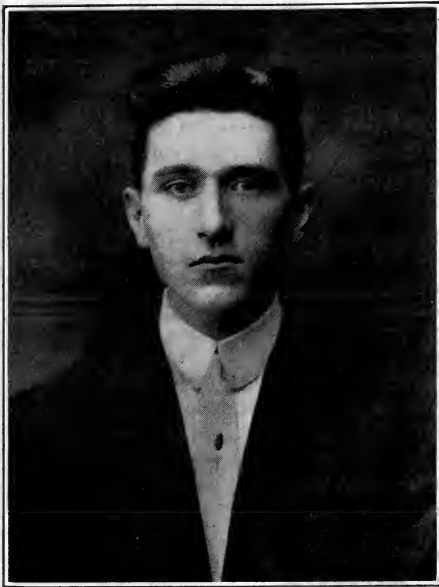
We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

C. S. & R. B. Company's New Eastern Representative.

The C. S. & R. B. Co. of Chicago announces the retirement of Mr. J. P. Denison, who has been connected with their



O. P. HAZARD,
Eastern Representative of the C. S. & R. B.
Company.

house for many years as manager of their New York office and representative in the Eastern States and Canada.

Mr. Denison will be succeeded by Mr. O. P. Hazard, who for a number of years has been the Southern representative of The Stationers' Loose Leaf Co., of Milwaukee, and has a host of friends in the stationery trade.

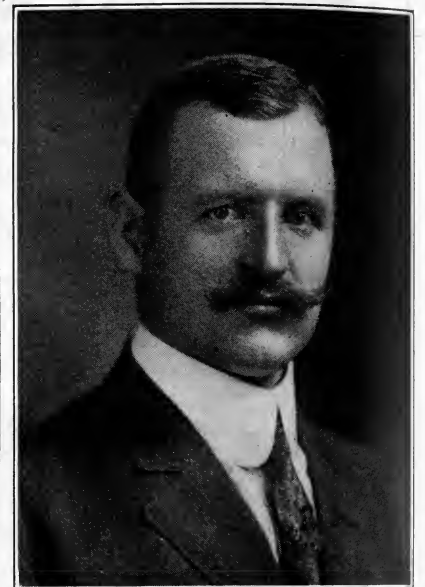
He is a young man of fine character and ability, with a keen insight into the loose leaf business, and great things are expected of him in his new position.

Mr. Hazard will not only cover the entire Eastern part of the country and the Eastern Canadian Provinces, but he will also be in charge of the New York office, in which city he will make his headquarters.

Largest Sale of Lockwood's Directories

That members of the trade are always eager to secure the latest information bearing on their own line is evidenced by the great demand for the new 1912 edition of Lockwood's Directory, which was issued a little over a month ago. In that month the sale of the book has been larger than for any like period in the history of the directory, and the demand shows no sign of abating. As those who need a reference book of the trade are entitled to twelve months use of it before a revision takes place, its subscribers who have not sent for the 1912 directory have already lost one month's service to which they are entitled.

In view of the constant daily use to which the book is put, and the importance of getting the latest data, paper men should not rely on old books when they can buy a new book for \$3. Order it now and get eleven months' service; it won't grow any



FERDINAND KABUS,
President of the Newly Organized Kabus Rubber
Company.

cheaper by waiting—but think what it may save you by supplying data in regard to sources of supply or outlets for products!

ABSOLUTELY
NON-LEAKABLE

"SWAN SAFETY"

THE PEN OF QUALITY.

NO RODS OR
VALVES TO GET
OUT OF ORDER

M. T. & Co. Gold Pen
Ladder Underfeed
Gold Top Feed
Pat. Screw Cap

Durability
Reliability
Simplicity
Security

PROVE THE
SUPERIORITY
OF THE SWAN
SAFETY FOR
YOURSELF

Millions
of people
are to-day
reading in the
national periodicals,
magazines and
newspapers of the
Special Features of the

LET US SEND
YOU A SAMPLE
FOR EXAMINATION
AND TEST.
ISN'T THIS FAIR?

"SWAN SAFETY"

Connect up with the publicity we are giving the "SWAN SAFETY."
It means sales and profits to every dealer.

PRICES \$2.50 UP QUALITY AND HANDSOME PROFITS

MABIE, TODD & CO. **M**
Established 1843 **CH**

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COMING EVENTS

are always better appreciated when everything relating to them harmonizes with the occasions themselves.

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are my best customers, because my cards are made especially for fine trade. I will send samples to responsible firms, returnable after inspection.

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SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH
14 Kt. No. 2 PEN
\$8.00
Per Dozen

DURYEY COMPANY, 108 FULTON STREET, NEW YORK

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY
BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Abraham Book Company, Rocky Mount, N. C., writes: "We take pleasure in sending our check for subscription. We just feel that we could not do business without **THE STATIONER.**"

A LITTLE FORETHOUGHT

In thanking **THE STATIONER** for its editorials urging early buying for the holiday trade a large ink manufacturing concern asks us to again call the attention of stationers to the wisdom of getting in their supply of inks and adhesives before the cold weather sets in. This, we think, is a good suggestion and we, therefore, give it the publicity it deserves.

But the same advice is really applicable to the whole line, although the reason back of it is not so strong as in the case of merchandise that suffers from the extremes of temperature. The injury that takes place under such circumstances should be kept in mind and should serve as a warning to stationers to have their inks and adhesives in stock before the cold weather comes in. At the same time they should also consider the situation as it applies to other lines, especially those that enjoy a large sale during the holidays. In Christmas and New Year goods it is a notorious fact that stationers delay their purchases as

long as possible, thus depriving themselves of early sales and forcing the jobbers and manufacturers to try to fill all their orders at once, which process, by the way, results in hasty filling and packing and much substitution, as the jobbers haven't the time to send to other houses for lines or numbers that they happen to be all out of. As the rule of most wholesale houses is to give a man something near what he orders when out of the special articles, there is naturally considerable dissatisfaction when the goods reach their destination. But as "it's too late now" the retailer thinks that he had better keep what is sent him rather than run the risk of sending them back, in which case he probably would not get anything at all.

Besides the argument of having a better assortment to select from, there are, as can be seen from the above, other reasons why stationers should get in their holiday supplies just as early as possible. It is hoped that the trade will heed this suggestion and not leave this important matter to the last minute. It is a dollars and cents proposition, although many stationers don't act as if it meant dollars to them.

THE FESTIVE SEASON

Now that the open season for banquets has begun again stationers should on such occasions plan to combine business with pleasure. To make of such gatherings joyfests is to lose a great opportunity, as much might be done around the festive board for the advancement of the trade.

These meetings are, as a rule, more largely attended than regular business meetings, and for that reason the practical work of the locals will benefit more by enlisting the co-operation of the greater number. As many come to the banquets, that is the time to bring up the matters of vital interest. After the dinner is disposed of, some question of trade interest should be thrashed out, and then a committee appointed to delve further into the matter and report at the next meeting, giving a summary of the arguments on both sides of the subject under discussion. From the time of this committee's report real progress will be made, as the real questions at stake will get narrowed down to a few points which all can understand. Pamphlets might also be distributed between meetings, thus giving the members a chance to get posted before they come together again.

An hour at each banquet devoted to trade matters will accomplish a great deal of good. The New York association has found this out, and having gone through the embryo stage of association work in which men want to be amused and mildly interested by talks on some branch of the trade, the members are now ready to tackle the real problems of their trade and are doing so with increasing success and pleasure. Having got interested in the work of the association, the members now enjoy each occasion when they can get together and exchange opinions on trade subjects. The success of the New York association along this line could be duplicated by the other locals by gradually leading their members up to the serious questions that confront them.

ROUNDABOUTS

BY THE TRADE LOUNGER.

Fishing in Park place, New York City, sounds a bit odd, but it isn't. C. S. Kiggins, of the Kiggins and Tooker Company, remembers when the boys used to fish in the edges of the Hudson which then came up to the present line of West Broadway. (Please don't ask his age.)

Imagine Mr. Kiggins' feelings last week when he heard the familiar cries as of old when a lad used to land a tomcod!

He was sitting in the back of his store on Park place, and hearing a rumpus outside he first calmed the excitable Mr. Hoberg and then rushed to the street just in time to see a man pull a big fish right up out of a ditch in the street.

Calling to Willard and Murray Kiggins, he said, "Now will you believe what "Dad" used to tell you about fishing in Broad street, in the Collect and in this street right here, which was, I think, called Cottage street?"

The "boys," who inherit the talent for telling fish stories, could hardly believe their eyes—for there was a miracle being performed in Park place. Thinking that perhaps the "old man" had put up a job on them they got Hoberg out to give expert testimony on the modern wonder.

After a few minutes' investigation that truthful gentleman gravely informed the crowd that "It's a fish; it's alive."

That settled it. The Kiggins & Tooker crowd are now wondering whether that fish had anything to do with the stopping up of their water pipes.

In renewing his subscription to **THE AMERICAN STATIONER**, D. A. Potter, of Millville, Pa., writes: "Enclosed find my check for subscription to **THE STATIONER** whose weekly visits are a source of valuable information as well as a great pleasure. We could not be without it while in the stationery business."

PRICE CUTTERS

Has a Manufacturer Any Rights Against a Retailer Who, Buying of a Jobber, Cuts The Maker's Fixed Prices?

BY ELTON J. BUCKLEY.
(Copyright, 1911.)

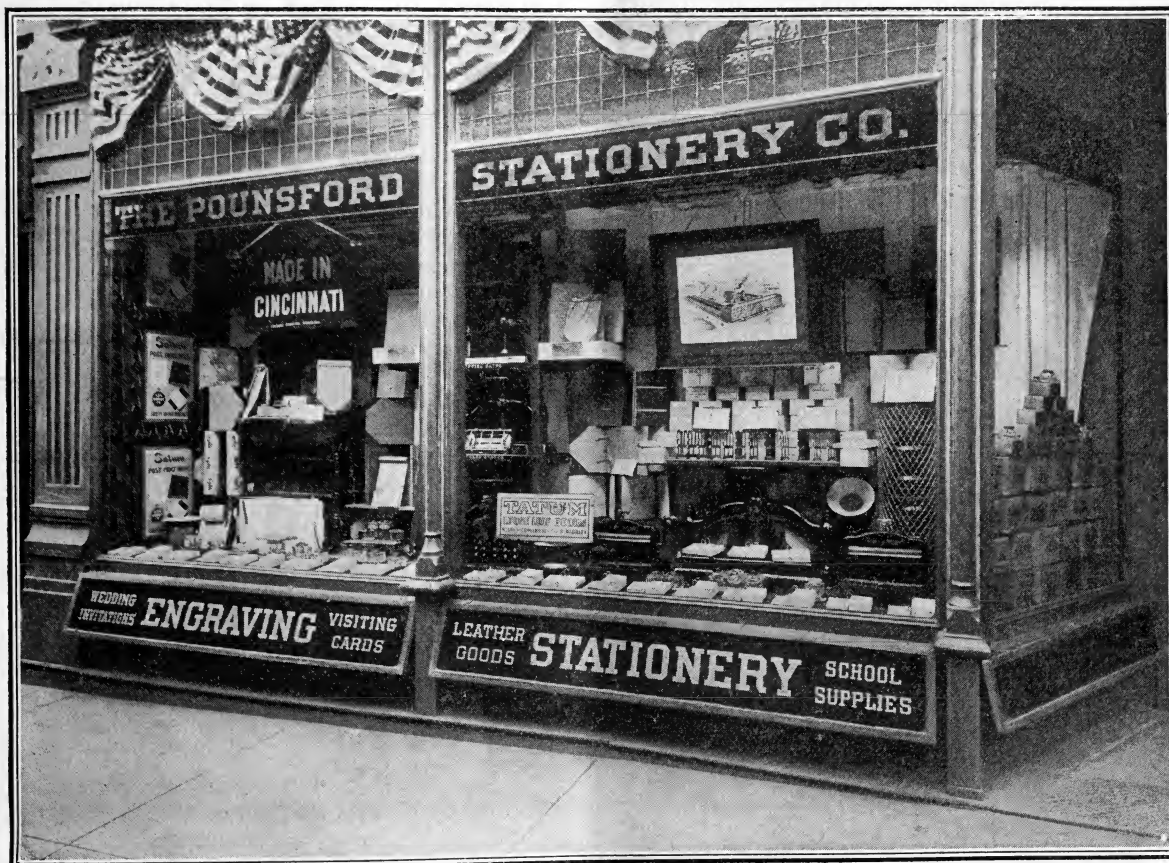
The following letter introduces another subject of vital interest to the jobber and the manufacturer as well as to the retailer: "I have another question that one of our readers is interested in having discussed in the legal department. I would be much obliged if you could take it up in the near future.

the subject, which I believe would, if tested, hold water in the courts.

I assume that this correspondent has in mind a situation like this: We will suppose that a certain article of merchandise is selling in single case lots at \$1 per dozen, in 10 case lots and 90 cents a dozen, and in carload lots at 80 cents a dozen. The regular retail price is 15 cents. A big retail buyer buys a carload at 80 cents per dozen, which means 6 2-3 cents each, and cuts the price to 8 cents, which, considering the expense of doing business, is below cost. Retailers in the same territory are demoralized, because they will be obliged to meet that competition in some way or other, and since they cannot practically meet the price, since in single case lots the

A "Tatum" Window Display.

On this page will be seen an illustration showing the window display made by the Samuel C. Tatum Company in the large display window of the Poundsford Stationery Company, of Cincinnati, Ohio, during the week of the Fernbank Dam celebration in that city. Cincinnatians celebrated for a whole week the opening of the new Fernbank Dam, which was the beginning of that city's success in the matter of a 9 ft. stage in the Ohio River from Pittsburgh to Cairo. During this celebration displays were made by Cincinnati manufacturers of goods "Made in Cincinnati," the different stores along the principal streets giving up their windows to the manufacturers for this purpose and assisting them in every



A "TATUM" DISPLAY IN THE WINDOWS OF THE POUNSFORD STATIONERY CO., CINCINNATI, O.

"This reader wants to know whether it would be possible for the manufacturer of a certain brand of goods to secure a restraining order prohibiting the quotation of the goods at a price that demoralizes business, even if the goods were bought through a jobber or broker.

"The inquirer has in mind the quotation of prices on staple and well-known articles, lower than the cost to the ordinary retailer and thereby demoralizing the business for the retailer."

So far as I know this question, important as it is, has never been settled. At least I have not been able to find a single case bearing directly upon it in any State. Nevertheless, I have well-defined views on

goods cost them a fraction over 8 cents each, they will cease handling or pushing the product, and by that action the business of the manufacturer is also demoralized.

WHEN CUTTING RETAILER BUYS OF JOBBER.

We will assume that the big retailer buys the goods through a jobber, or without a contract to hold the price at any particular point, and that he is therefore entirely within his apparent legal rights when he cuts the price to a point below cost.

In such a case has the manufacturer any rights? Can he enjoin the retailer from continuing to sell his goods at a price which is demoralizing not only to his own business

(Continued on page 22.)

way to make a suitable display. All of the goods shown in this display are strictly of Tatum manufacture—"The Line of True Merit."

In addition to this display the company also had part of its goods in three other windows, viz., those of the Pickering Hardware Company, the E. A. Kinsey Company, and the Gibson-Perin Company.

In order to interest the prospective purchaser the salesman must be interested himself.

Twelve months ahead is none too early to lay plans. Some dealers lay their plans twelve minutes ahead.

PRICE CUTTERS

(Continued from page 21.)

ness, but also to the business of every retailer in the territory? Or is the manufacturer helpless for the reason that the big retailer is simply selling goods which belong to him—goods which he has not bound himself, by contract, to sell at any particular figure?

Under the above conditions the manufacturer can, in my judgment, obtain an injunction against the big retailer, first, because the manufacturer is receiving irreparable injury—that is, injury that could not be recompensed for in an ordinary suit at law—and second, because the big retailer is, in my judgment, exceeding his rights in selling the product below his own cost. When he does that, he shows that his motive is not a straightforward competitive one, but is an illegitimate intent to harm his rivals.

In other words, he substitutes for honest competition a contest in which the winner is he who can best stand losing money. This is not legitimate business, and in my judgment the courts would not allow a continuation of it to demoralize the business of a large body of men.

ACTS THAT WARRANT INJUNCTIONS.

According to a leading case on the subject of injunctions, "acts that will cause the destruction of complainant's property, or that interfere with the carrying on of his

business, or with the use of his property, destroying his custom, his credit or his profits, do him an irreparable injury and warrant a preliminary injunction."

Naturally this general rule has many qualifications, but through the entire subject runs the fundamental principle that no man is free to use even his own property with an absolute lack of all restriction. He must use it with due regard to the rights of others; for instance, as I have pointed out in a previous article, a man has even been enjoined from using his own name in connection with his business where the probable result would be to cause confusion between himself and a longer established firm by the same or a similar name.

Consider a modification of this case. Suppose the big buyer bought at 80 cents a dozen, which, as previously calculated, is 62-3 cents each. Assume his cost of doing business to be 25 per cent, which would make the product, ready for sale, stand him 81-3 cents.

Instead of retailing at 8 cents, which is below cost, he advertises and retails at 10 cents, which yields him a fair profit, though it is 33 1-3 per cent. below the regular selling price. In this case, as in the other, the business of other and smaller retailers is demoralized, because buying the goods at \$1 per dozen they cannot profitably retail them at 10 cents.

They therefore sidetrack them, and the

manufacturer suffers again. In this case the manufacturer, in spite of this demoralization to his business, has no action against the big retailer, because this time he is doing business on the best business principles—he is buying as cheaply as he can, and selling at a price which takes care of his expenses and yields him a satisfactory profit. In spite of the manufacturer's loss, he has, in my opinion, no legitimate complaint.

So if the big retailer should merely sell his goods—but not advertise them—below cost. Here the harm done would probably not be considered sufficient to warrant the court in granting an injunction. Of course this would never happen, because the only reason for making radical price cuts is to get the benefit of the publicity which the advertising of the low price gives.

"The longer I live," said the famous Sir Thomas Buxton, "the more I am certain that the great difference between the feeble and the powerful, the great and the insignificant, is energy! That quality will do anything that can be done in the world. No talents, no opportunities will take a two-legged creature a man without it."

"The man who is always afraid he will fail doesn't stand much chance to win."

WRITE US FOR SAMPLES OF KEITH'S WRITING PAPERS

The line suits the discriminating woman. Such women make the best customers a stationery store can have.

This is one of the letters we have received:

AMERICAN PAPETERIE COMPANY,

Albany, N. Y.

New Bedford, Mass.

Dear Sirs:

I take this opportunity to acknowledge the receipt of the box of sample paper. I thank you very much for same.

I find that it is of excellent quality, especially being pleased with the six different tints. They are very delicate shades and do not abuse the eye as one writes upon them. I mean by that, that they are not too "loud."

I assure you that I shall look for the name KEITH when I buy my next supply of writing paper.

Yours sincerely,

This paper is widely advertised in the *Saturday Evening Post*. Write us for samples. When you stock KEITH PAPER you will take advantage of our wide advertising in the *Saturday Evening Post*.

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.

QUINCY, ILL.

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To Stock — To Sell — To Use

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TRADE MARK

Glue, Paste, and Mucilage

Many years' experience in the manufacture of our own products,—Dennison Tags, Labels, Boxes, etc.,—all of which require the best of adhesives, has tested and proved the superior qualities of Dennison Glue, Paste, and Mucilage.

Dennison Glue is the strongest glue made. It is perfect for woodwork, for mending bric-a-brac, etc.

Dennison Paste is clear white, smooth, and sweet, sticks quickly, and will not discolor the object pasted.

Dennison Mucilage is made of the best Gum Arabic, sweet and transparent, and will remain so. A first quality medium-strength adhesive.

Our adhesive manufacture is closely watched and often tested by expert chemists. We guarantee a perfect product. You run no risk in stocking Dennison's Adhesives. Their own merits, backed by our extensive advertising, have established a good demand.

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PIN TUBES

A safe and convenient container.
Pull out the pin and squeeze.
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TRADE REPORTS

Those of the Special Loose Leaf and the Committee on Inks and Mucilage Contain Valuable Trade Information.

Below will be found a few additional reports read at the Buffalo meeting.

Special Loose Leaf Committee.

At the morning session of yesterday's meeting I was appointed a committee of one to invite those members who are especially interested in the manufacture of loose leaf devices to a conference. The purpose of the conference was this:

In the line of loose leaf devices, as in most others, individual initiative has resulted.

First—In differences of business methods that could, in many cases, be harmonized with happier and more profitable results than now obtain for all concerned.

Second—In a needless and wasteful multiplicity of forms, parts and sizes that serve no purpose of value, but is largely productive of exasperation, unnecessary cost, and much wasted time and effort in doing business.

Many of the points covered by these two headings are generally admitted to be evils that could easily, and with general advantage, be obviated if only some definite concerted action could be taken to that end, and it was to see if we could not arrive at some common and mutually acceptable basis for action in that direction that the meeting was called.

Most of the loose leaf representatives accepted the invitation, and all of them concurred in the conclusion arrived at. Several important points were raised, such as the establishing of a uniform ruling for ledger leaves; the acceptance of a standard thickness of post; a reduction in the number of standard sizes, etc. It was agreed that these and various similar points are all matters upon which a uniform understanding would be of benefit all around.

The bulk of the loose leaf industry lies West, in a territory which practically centers in Chicago. Moreover, there is in Chicago a club of loose leaf men already organized. Accordingly, it was decided:

First—That action in the direction contemplated could only be properly authorized at a general meeting of loose leaf device manufacturers.

Second—That a call for them to meet for consideration of these matters would come most appropriately from the Loose Leaf Manufacturers' Club, of Chicago.

Third—That I should submit the conclusions we have arrived at in the form of a letter to Mr. W. Gifford Jones, which he—as a member of the Chicago organization—would submit to that body, with a request that they invite the manufacturers of loose leaf devices to a meeting, at which these questions could be considered, and it should be decided what further action, if any, should be taken.

This report is concurred in by:

Mr. C. E. Sheppard, of the C. E. Sheppard Company, New York City; W. Gifford Jones, Jones Imp. L. L. Specialty Company, Chicago, Ill.; Frank B. Towne, National Blank Book Company, Holyoke, Mass.; Wm. C. Bardenheuer, Boorum & Pease Company, New York and St. Louis; J. L. McMillan, McMillan Book Company, Syracuse, N. Y.; J. B. Irving, Irving-Pitt Manufacturing Company, Kansas City; S. E. Hilles, Samuel C. Tatum Company, Cincinnati, Ohio; Mark Forrest, The Heins Company, Milwaukee, Wis.

I would ask, Mr. President, that this contemplated action be endorsed with the sanction of this meeting, as its approval would certainly give weight to whatever measures in this direction the Chicago Club might decide upon within such limits as this report defines.

Respectfully submitted,
MARK FOREST,
Special Loose Leaf Committee.

Committee on Inks and Mucilages.

Your committee on inks and mucilage have to report that during the year they have prepared a list of retail prices for use of the members of the association, which includes the items already mentioned, and also such articles as carbon paper, typewriter ribbon, typewriter oil and other supplies.

We trust that this report, when published, will enable stationers to more generally sell at uniform rates, and that those dealers who are now selling at cut rates, in an effort to get all the business in their neighborhood, will be satisfied to accept a fair return on their investment and give their competitors a chance.

There is plenty of business for us all, if we will only learn to value our efforts and make our prices high enough to cover all the various incidental expenses of doing business, and do not forget that beyond these costs the profit lies; that not until these are paid, can we feel that we are making either our living or provision for the future of our families.

PRICES IN NEW YORK DEMORALIZED.

Prices are thoroughly demoralized in New York, because of the competition of the jobbers, who sell the consumer a single quart bottle of ink for fifty cents, or when a concern buys by the dozen, make a discount of fifty and five from the manufacturer's list, and deliver the goods free to any part of the city on their truck. A retailer who adopts the prices of the new list this committee has just prepared, would have to be satisfied with selling to those people who prefer to have proper attention and prompt service, and who are willing to pay for same. Most of the case business formerly coming through the retail stationer, now goes to the jobber, and if some action is not taken by this body soon, ink will be sent from New York to every consumer throughout the United States who buys by the unbroken case, at lower rates than the local stationer can afford to make. Those retail stationers' whose stores are in the immediate vicinity of the jobbers in New York have to meet this unfair competition in all other branches of the business, as it is not confined to inks and mucilage alone.

QUESTIONS ASKED BY THE COMMITTEE.

Your committee sent out the following questions and have received many replies, for which they are duly grateful. The questions referred to follow:

1. Do you keep a record of your purchases in order to prevent overstocking? If so, have you found it to your advantage?

2. Have you any suggestion to offer as to the desirability of handling imprint goods?

3. Do you find that the handling of inks which are not widely known or advertised, as profitable in the long run, as those which are better known, but upon

which there is a smaller margin of profit on each sale?

4. Do you desire to have the committee investigate any particular subject?

To question No. 1, the very large majority of answers were "Yes," and the reason given, "A larger volume of business on a smaller investment, thereby more profit."

To question No. 2, on the handling of imprint goods, the preponderance of opinion is that the cost of introduction offsets the extra profit. Some dealers say that they sell them profitably, others say that it is a question that each dealer must decide for himself, depending on the kind of business he is doing. Where regular goods are well advertised, they sell themselves in a great measure, and a better profit is realized in the quicker turn-over. All stationers, for this reason, are compelled to keep the well advertised goods and their imprint inks mean just so much more stock, more storage room, more breakage, and more expense in selling.

To question No. 3, it is to a great extent answered by the replies to No. 2.

As to question No. 4, "Do you desire the committee to investigate any particular subject?" the question of free delivery by manufacturers to far distant points has been mentioned by several. Your committee can find no manufacturer who will say that he makes delivery free to any buyer, stating very positively that, no matter how large the order may be, he never prepays the freight; of course, the buyer who gets this benefit is not going to say so.

JOBBERS SHOULD NOT RETAIL INKS.

Let us urge upon this body the importance of taking some action to prevent jobbers from retailing inks and other goods at the ruinous rates at which they are now being sold. With this exception, prices are fairly satisfactory throughout the country, owing to the good work done by the local Stationers' Association, the manufacturers and the Price List Commission.

This committee want also to warn stationers against certain peddlers of so-called "acid-proof" ink, who sell direct to the consumers. They seem to be doing a thriving business, mostly in the Middle West. After they have sold most of the large consumers in a town, they sell the stationers if they can, but as the consumer never buys a second bottle of this compound, the stationer finds he has added another old horse to his stable.

Respectfully yours,

JOHN BREWER,

Chairman, Committee on Inks and Mucilages.

Program Committee.

Your committee respectfully reports that the programme for this convention was arranged in Philadelphia early last spring and that the meeting was attended by all of the committee as well as the president of this association and other members taking an interest in the association work.

There is little for this committee to report as the work done will speak for itself.

(Signed) THEO. A. STEINMULLER,

Chairman,

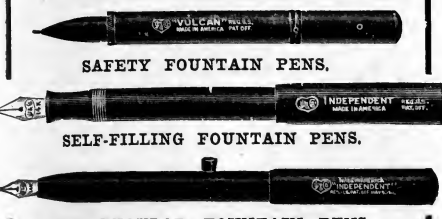
W. G. COANE,

H. W. ROGERS,

Programme Committee.

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 NEW YORK

IN PHILADELPHIA

The Baseball Games and Bad Weather Have Combined to Curtail Sales—Good Outlook for Holiday Trade.

(From Our Regular Correspondent.)

PHILADELPHIA, October 25.—Baseball and base weather made business bad for both wholesalers and retailers during the week past—bad at least in staple lines, but the indications of the last few days are that before Hallowe'en a new record for the business of that holiday may be established. While the weather restricted purchases the early days of the season caused some discomfort, the close of the season finds a very marked increase. Salesmen express the opinion that the early dullness was due merely to a change in the character of buying, arguing that there has recently developed a strong tendency to defer purchases until the very eve of the holiday. Said one of the best posted salesmen: "It was formerly the custom for the consumer to have goods laid aside two weeks or more in advance of his needs. Now there is hardly a retailer outside the center of the city who will not tell

you that he has come to regard only the last seven or ten days of any particular season as of real importance. It is that way now with the Hallowe'en trade, and I am sure it will be that way with the Christmas trade."

William H. Smith, who was appointed receiver for Harry A. Cohan, the South street jobber and retailer, who recently was forced into involuntary bankruptcy proceedings, is exposing the stock to sale at auction. The highest bid received for the lot was \$1,100. A sale by units was then begun. The stock will be disposed of when it has been determined which form of sale will yield the largest returns for the creditors.

The Stationers' Association will meet on Thursday evening for its annual election, deferred from the regular meeting night because of the national convention. The present officers will be unanimously re-elected.

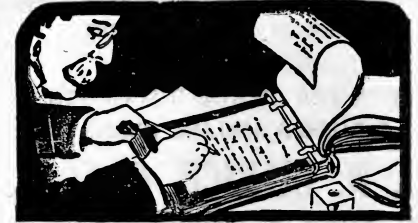
Ray Martin, of Boorum & Pease, showed during the week what at least one of the largest buyers declares is the finest loose leaf line he has looked at recently.

John Walsh, of Fred Borgner and Co., was in town.

George E. Mousley has just distrib-

uted an edition of 16,000 catalogues, and has received several letters of commendation on their excellence.

Trade visitors present or soon expected include Fred Kraemer, of the American Hard Rubber Company; Harry Tyndale, of E. Faber, after winter business; Al Ripplier, of Henry Bainbridge; J. G. Hugel, of John Chatillon & Sons; Arthur Knueppel, of Favor, Ruhl & Co.; A. M. Holbrook, of Mittag & Volger, Inc., and Walbridge Parsons, of the Worcester Wire Novelty Company.
E. R. G.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

THIS BILL BOOK A REAL TIME SAVER, TROUBLE SAVER AND MONEY SAVER

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the NEW YORK SILICATE BOOK SLATE CO. 20-22-24 Vesey Street, NEW YORK
Factory

N. Y. Silicate Book Slate Co.
631-633 Monroe St., Corner 7th St., Hoboken, N. J.



1825 THE BEST 1911
EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N. Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.

OLDEST INK HOUSE IN THE COUNTRY.

BIG BARGAINS (In Regular Goods Not Job Lots)

7,500,000 IMPORTED

POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at the same stand

150 PARK ROW 2 doors from Pearl Street NEW YORK CITY

WE HAVE NO BRANCHES

Write for Free Rack Offer

Call or send for Catalogue

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES

32, 34 and 36 Bleecker Street
20 Beekman Street

NEW YORK

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

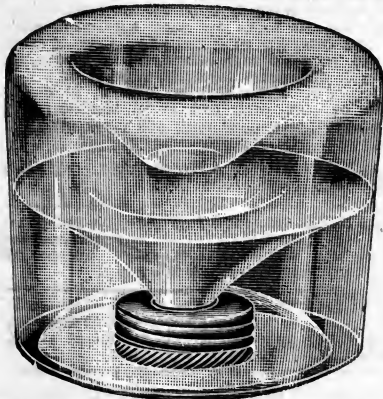
A. L. SALOMON & COMPANY

Wholesale Stationers Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST. NEW YORK

HARD LUCK, BUT—

Expressions of sympathy did not prevent the loss of the pen, and yet the man with



THE MODERN "B" PEN AND PENCIL CLIP

shows how easy it is to prevent a similar occurrence. This same thing is happening every day, and every day you are losing business if you do not handle and push this popular clip.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York

Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.



5c BOX

A Pastel Crayon that Is Strong and Serviceable

RAPIDLY growing in favor among Art Critics and Educational Authorities. Now being used in many cities in the Public Schools. True merit the basis of Pastello's great success. Write today for Samples and Prices

The American Crayon Co.
SANDUSKY, OHIO AND WALTHAM, MASS.

RAIN HURT TRADE

Chicago Stationers Attribute a Dull Week to the Very Unfavorable Weather—Slackening Only Temporary—News.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, October 24, 1911.

Some complaint is heard among stationers regarding business conditions the past week, many reporting that it has been more or less quiet. The weather during the greater portion of the time was wet, chilly and changeable, and the sun seemed to have left the job for good. This may have been the reason for quiet trade, as customers were disposed to remain indoors as much as possible. No apprehension is felt on account of this slackening up, which is believed to be only temporary. Dealers report quite a good trade in Hallowe'en novelties, and look for more during the remaining days before the arrival of the day of celebration.

Gustav Erbe, general manager and treasurer of the Yawman & Erbe Manufacturing Company, Rochester, N. Y., was in Chicago on Wednesday and Thursday of last week, looking over the local branch.

W. S. Hanna, of the Carter's Ink Company, Chicago office, spent a few days last

week in Des Moines and vicinity calling on friends and relatives.

Geo. M. Courts, of Clark & Courts, prominent stationers of the South, and who was recently re-elected second vice-president of the National Association of Stationers and Manufacturers, visited Chicago last week and visited with friends and acquaintances here.

Edward S. Babcox, advertising manager for the Y. & E. Manufacturing Company, Rochester, N. Y., after remaining here for three or four days, left on Monday evening for St. Louis. While here Mr. Babcox spent an evening in going over the wrinkles of salesmanship with the sales force of the local branch.

It is reported that the bowling team of S. D. Childs & Co., after quite a long period of secret practice, have at last decided that they are able to "put it all over" the team of the Carter's Ink Company, and will challenge the latter to a finish combat. The contest will doubtless be pulled off in the not far distant future. The date may depend somewhat upon the terms of the contest, each team sparring for an opening and taking advantage of every point which may be to their interests.

PRaises BUFFALO CLUB.

H. S. Adams, local manager for the Eaton, Crane & Pike Company, has re-

turned from his Buffalo trip, and was enthusiastic in praise of the Buffalo stationers in their treatment of visitors to the National Association meeting, and says that the convention was altogether pleasant and profitable. Mr. Adams is of the opinion that as the work of the association is better understood, it will each year become more important and the attendance will be larger. He is planning to take a short trip over a portion of his eastern territory within the next ten days. A. C. Statt, of the Chicago office, is looking after trade in the Dakotas at present, and all of the salesmen are giving good accounts of themselves in the shape of orders from their respective territories.

J. H. Reichard, of the Reichard Book Shop, Grand Haven, Mich., was one of the

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

WANTED—Copper plate engraver. Wm. B. Burford, Indianapolis, Ind.

WANTED, by man experienced in fancy stationery, position to travel; conscientious worker; satisfactory results guaranteed. Address "Road Salesman," care American Stationer.

WANTED by Colorado house, experienced solicitor who thoroughly understands lithographing, blank books and commercial stationery. Address Solicitor, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

Crayons

"STAONAL"
For Kindergarten, Marking
and Checking.

"DUREL"
Hard Pressed for Pastel
Effects.

"CRAYOLA"
For General Color Work,
Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"
Dustless White and
Colored Chalks.

Samples furnished upon
application.

BINNEY & SMITH CO.
81-83 Fulton St., New York

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for
Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards	}	\$3.00
Hurds Royal Red Stock	}	per 100
St. Patrick Cards	}	
Hurds Royal Green Stock	}	

The kind we have made so popular

LOOKS A \$5.00 VALUE
My \$2.50
Seven Piece **BRASS DESK SET**
\$15.00 Per Doz. \$1.35 Each
Each in Carton 12 Sets in Case

F. L. HARDING, 508 Broadway, N. Y. (The Harwood Line)

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
**INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.**

EVERLASTING Brass Corners will Fit Any Desk Pad
Each Set in Envelope with Staple for Mounting
Price \$3.75 Per Doz. Sets
All Jobbers Carry Them

R.W. WHITNEY FOUNTAIN PENS

There's Good Profit
in These Pens

The R. W. Whitney Fountain Pens are not only made right, but are sold to the retailer at a price that enables him to make a good, substantial profit on each sale. Then we furnish him with All-Glass Display Cases, Plush and Morocco Trays, Window Cards, Store Hangers, Printed Matter, Electros and Newspaper ads. These sales aids with our national advertising make Whitney Pens a quick profit-turning line.

5 Models-11 Sizes-15 Styles
All Pens Guaranteed for
One Year

Whitney Fountain Pens are made in sizes and styles to fit every hand. The self-filling and non-leakable models are great sellers and never fail to give perfect pen satisfaction. Whitney Fountain Pens won't leak, sweat or blot. They write smoothly on the first down stroke. Pens are 14 Kt. Gold with tips of Russian Iridium—the hardest metal known. Prices range from \$2 to \$7 retail.

We Want Live Dealers and Agents.
THE WHITNEY-RICHARDS CO.
247 W. Superior Ave., Cleveland, O., U.S.A.



out of town stationery buyers here last week.

Mr. Kaiser, of the Bennett Stationery Company, Omaha, was in Chicago for a few days last week.

J. E. Colton, who is in charge of the typewriter paper division of the Eaton, Crane & Pike Company, and travels out of Pittsfield, Mass., is in the city. Mr. Colton is accompanied by Mrs. Colton on the trip.

W. H. Troupe, who is on the Pacific Coast in the interests of Henry Bainbridge & Sons, is expected to return soon.

Announcement has been received of the Kabus Rubber Company, New York, of which Ferdinand Kabus, is the head.

C. E. Gowdy, representing Richard Best, New York, is calling on stationers this week.

The Irving-Pitt Manufacturing Company, Kansas City, Mo., is well represented in Chicago to-day. M. Irving stopped off en route home from the East, and Uncle George Olney and Harry Murdock also arrived. Uncle George is so well known and has such a large circle of friends of both sexes in the city, that he is compelled to spend more or less time in greetings, especially to members of the fair sex, with whom he is a great favorite.

Wm. E. Smith, better known as Colonel "Bill," the new manager for the Chicago branch of L. E. Waterman & Co., has arrived and assumed charge of his desk. Mr. Smith has many friends and acquaintances in Chicago, and is making many more. He is already making things hum in the fountain pen trade.

M. T. Speer, Indiana representative of the Y. & E. Company, dropped in at the Chicago branch last week for a short stay.

John Riedell, local representative for A. W. Faber, was a busy man during the brewers' convention at the Coliseum last week, as there were many New York brewers of his acquaintance in attendance. We might go on to elaborate on this, but it is probably unnecessary to say more.

A. H. Childs is having rather a pleasant (?) experience just now. He was subpoenaed on the grand jury on his return from Buffalo, and in addition to his duties as such, is compelled to look after a large amount of accumulated business as well, which keeps him very much on the jump.

A novel display of ink is in the window of Stevens, Maloney & Company this week, and is attracting much attention. It is advertising the inks of S. S. Stafford, Inc., and displays a bottle held in a tipped position above a receptacle. From the mouth of this bottle there is a continuous flow of ink, and many are the efforts to arrive at a solution of the mystery of how the bottle is supplied with ink to keep up the flow. There is a similar appliance in the window of L. E. Waterman & Co., advertising fountain pen ink, and this is also attracting much attention from passers-by.

THOMPSON.

THIS IS THE POINT

**Is
your
pencil a**

KOH-I-NOOR

**or only
an imitation?**

**MAKE THE LEVEL OF MERIT THE
STANDARD OF YOUR BUSINESS**

THE SECRET OF SUCCESS

lies in good judgment and the right goods. You can never go wrong when you stock "**KOH-I-NOOR**"
PENCILS

They are the standard by which other pencils are judged. When your customer asks for the best be sure he gets the "**KOH-I-NOOR**"
PENCILS

WE CARRY A COMPLETE ASSORTMENT AND SOLICIT YOUR BUSINESS.

HENRY BAINBRIDGE & CO., 99-101 William St., New York



In White and Colors Unexcelled for Blackboard

**Makes a Fine Soft Mark, Easy to Erase; Clean, Economical,
free from Grit**

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by
THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

PENS AND PENCILS

The Committee of the National Association
Makes a Very Valuable Report on the
Subject at the Buffalo Meeting.

Report read at the Convention.

The Committee on Pens and Pencils present the following report: The information herein, which is the basis of our report, was obtained by sending to the members of the association blanks containing the list of questions, which we shall give in their order, with a request that these questions be answered and the blanks returned to the office of the Secretary. We are indebted to Mr. Byers for the performance of the major part of our work, for you can readily understand that the greatest difficulty in connection with a report is securing the information on which to build it. As perhaps you will observe as we proceed, we have confined ourselves almost entirely to the information contained in the answers referred to, believing that the desire of our correspondents would best be conformed to by so doing. The nature of the questions and the frankness of the answers should be sufficient information to enable you to judge of the temper of the trade, at least so far as those who answered are concerned, without a long discourse by the committee on the questions at issue. We have attended a great many conventions and listened to many reports and so we felt competent to judge how you feel about a long paper with very little in it as compared to a short one even though it may be without interest. But recognizing the merit of a document whether long or short that contains something interesting and instructive we have endeavored to make this report worth while, without regard to the space it may occupy. At the same time we have tried not to overload it, giving more consideration to breadth than length.

The questions propounded were seven in number and as we enumerate each one we will give the answers thereto, so that you may more readily comprehend the connections.

THE QUESTIONS ASKED.

Question One—Do you find that competition exists in your territory between the jobber and the dealer for the trade of the consumer?

Twenty-nine out of forty-seven answered "Yes." Five replied "No." The answers of the remainder were various and substantially as follows:

"Not to any extent."

"Not only jobbers but manufacturers as well."

"No! but manufacturers sell direct to railroads and large consumers."

"Some little—especially by Typewriter Ribbon people. Only one pencil house works the small trade here."

"Only by outside travelers."

"No worse in pencils and pens than other lines—except where out of town dealers man takes advantage of known prices and cuts accordingly."

"No! except school supply houses who quote about 15 per cent. to 20 per cent. above cost."

"No! because few large consumers here."

"Not particularly so."

"Not to any extent. If so we don't know it."

"Wholesale grocery houses will sell consumers at the price they are accustomed to sell the small dealer."

We call attention to the fact that the replies in the affirmative come from twenty-three States and cover lines other than pens and pencils, which leads to the inference that the practice of direct selling by the jobber and manufacturer is general and not confined to any particular line.

Question Two—If you answer in the affirmative, is the dealer handicapped in quoting prices by the special discount given to the jobber?

In most cases where the question was answered at all it was "Yes" with the exception of three instances—two of these were directly "No" and the third "No" was immediately followed by the statement, "The jobber here wants to hog all the business." The replies of many of the others are hardly worth repeating as they are very brief and in effect are "Yes." We give several lengthy replies in full because we believe they were written for you to read. They are as follows:

"The special discount to the jobber no doubt gives him the chance to cut and his lack of the ethics of business gives him the incentive."

"The ordinary jobber should not get a larger discount than the commercial stationer."

One answer stated that the dealer could not make a fair profit when he quotes on price made by jobber.

Another writes, "We believe the special discount allowed jobbers is in many cases used to enable jobber to undermine the stationer." And still another states: "The dealer can get the same price as the jobber if he buys the quantity."

Question Three—If this condition exists at all, is it more noticeable in reference to pencils than other commodities?

The answers to this question while in many cases were "Yes," in quite as many it was either "No" or "About even" or "As much so." Quite a few stated that it was the practice in all lines—others that it was as much so in pens as in pencils.

SUGGESTIONS CALLED FOR.

Question Four—Have you any suggestions to offer in this connection?

Only a few answered this question with any degree of satisfaction. They are as follows:

"Prevail upon manufacturers to withdraw special rebate, to a few jobbers and put all on the same basis."

"Pressure should be brought to bear on the manufacturers to have it stopped if possible." (Meaning direct selling by jobbers.)

"Only agitation of the question will do away with the practice."

"It were better for the trade to have the jobber confine himself to the trade."

"Jobbers in consideration of extra discount should be compelled to 'Job' only to the trade. This could be done by manufacturers in placing their lines."

"Quantity should regulate price."

"No retailer should patronize jobber who sells direct."

"If pencil manufacturers should arrange to do all business through the regular trade and absolutely refuse to sell consumer large or small. They agree on prices and keep the agreement, it should be as easy for them to agree on a matter of business policy and maintain the agreement."

"Nothing, except to insist that the salesman for retail houses stick to the commission prices abroad as well as at home."

"Dealers should sell consumers strictly on dealers' basis of cost and not on jobbers' basis of cost."

The foregoing questions having strong

connections we regard them as practically one divided into four parts and have waited until reaching this point before commenting or suggesting.

THE QUESTION OF DIRECT SELLING.

Your committee feels that the question of direct selling by either jobber or manufacturer is a vital one—more so than any question which confronts us at the present time—and believe that all branches of the trade would be benefited if the practice were discontinued and each class occupied a definite position. We are brought to this conclusion not by personal observation for we have confined ourselves strictly to the information obtained from the answers contained in this report, but by the almost unanimous complaint of the dealers who testify so strongly to the injurious effect direct selling has on their business opportunities. We appreciate that this is a knotty question, but believe it can be solved. The manufacturer sells to jobber, dealer and consumer. The jobber sells to dealer and consumer. The dealer has only one field of operation and that appears to be growing smaller. This tangle can be more easily straightened out by manufacturer and jobber who control the situation than by dealers who have no opportunities excepting through the consumer who is not in sympathy with his position but who on the contrary is supporting the manufacturer and jobber. As a means to that end we recommend a committee consisting of manufacturers and jobbers be appointed in conjunction with the Executive Committee to investigate the question and report at the 1912 Convention.

ARE IMPRINT GOODS PROFITABLE?

Question Five—Do you find imprint goods profitable?

Twenty-four answer "Yes." Eight "No." The remainder do not handle or else handle only a few of higher grades.

One thinks they are good only as an advertisement.

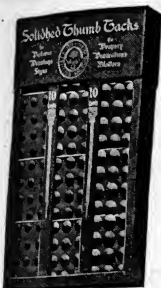
As the preponderance of evidence seems to be in favor of imprints, and tells its own story, we do not feel justified in making any suggestions or comments regarding the matter.

Question Six—Do you favor registration by all manufacturers with the National Catalogue Commission of all grades of pencils for the purpose of a comparative list?

Where there was any answer at all it was "Yes." The idea of registering all grades of Pencils as the question suggests with the National Catalogue Commission seems to be popular. We do not know whether or not this includes imprints. If the answers contemplated this we would suggest that it is hardly within the province of the manufacturers to register imprints that they make for dealers. We regard imprints as private property, not of the manufacturer but of the dealer who orders them, and if they are to be registered the request should come from the owner. The purpose of "Imprints" we assume is to enable those who handle them to hold their trade. These goods are not on sale generally and a consumer who desires a particular make or brand must patronize the dealer who carries it and pay the full price. This is an advantage that the owner of the imprint has over his competitor. Manufacturers give as one reason why they prefer to handle large orders direct, that the dealer cuts the price and thus fixes a standard that some other dealer will not meet either because he cannot or will not by reason of the lack of profit. They state

(Continued on page 37.)

It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK

RELIABILITY



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability.

They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.



Mail and Exp. 16 lbs.
 Commercial .. 12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

WRITE FOR CATALOGUE

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.



75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

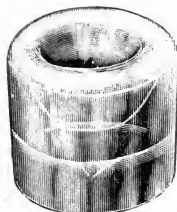
Made of brass, 3 sizes. In brass boxes of 100. Handsome, Compact, Strong, No Slipping, NEVER!

All stationers. Send 10c for sample box of 50 assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y.



YES, WE HAVE IT



THE BABY PRACTICAL

Especially adapted for Schools and Hotels.
 Size 1¼ inches in Diameter, 1¾ inches High.

THE WEEKS-NUMAN CO.

39-41 PARK PLACE

NEW YORK CITY

WE INHERITED THIS ONE



Headquarters For
 DIAMOND BRAND TYPEWRITER RIBBONS AND
 TIP TOP BRAND
 SPECIAL BRAND
 ARCH BRAND
 CARBON PAPERS

THE S. T. SMITH CO.

11 BARCLAY STREET

NEW YORK CITY

Headquarters for Manifold Filmsies, also a complete line of Typewriter Linen Papers, etc.



Telephone Barclay 5922.

DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY

No. 130 MARGUERITES | No. 9 TALLY-HO

GOLD EDGES WHIST SIZE
 LINOID OR ENAMEL FINISH

SOMETHING NEW

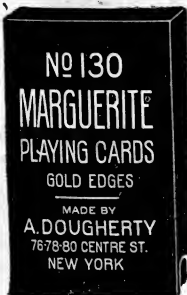
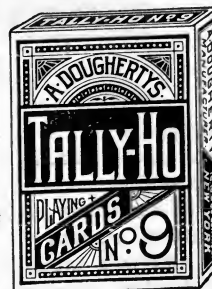
A Perfumed Card

Six floral back designs in natural colors.
 A valuable coupon in each pack

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

FOR AMERICAN EXPORTERS.

In the Hope of Improving Their Bad Practices the Bureau of Manufactures Issues a Monograph on the Subject.

An annual loss of \$20,000,000 on exported American goods, a loss that is due solely to careless and improper packing, has led the Bureau of Manufactures to issue a

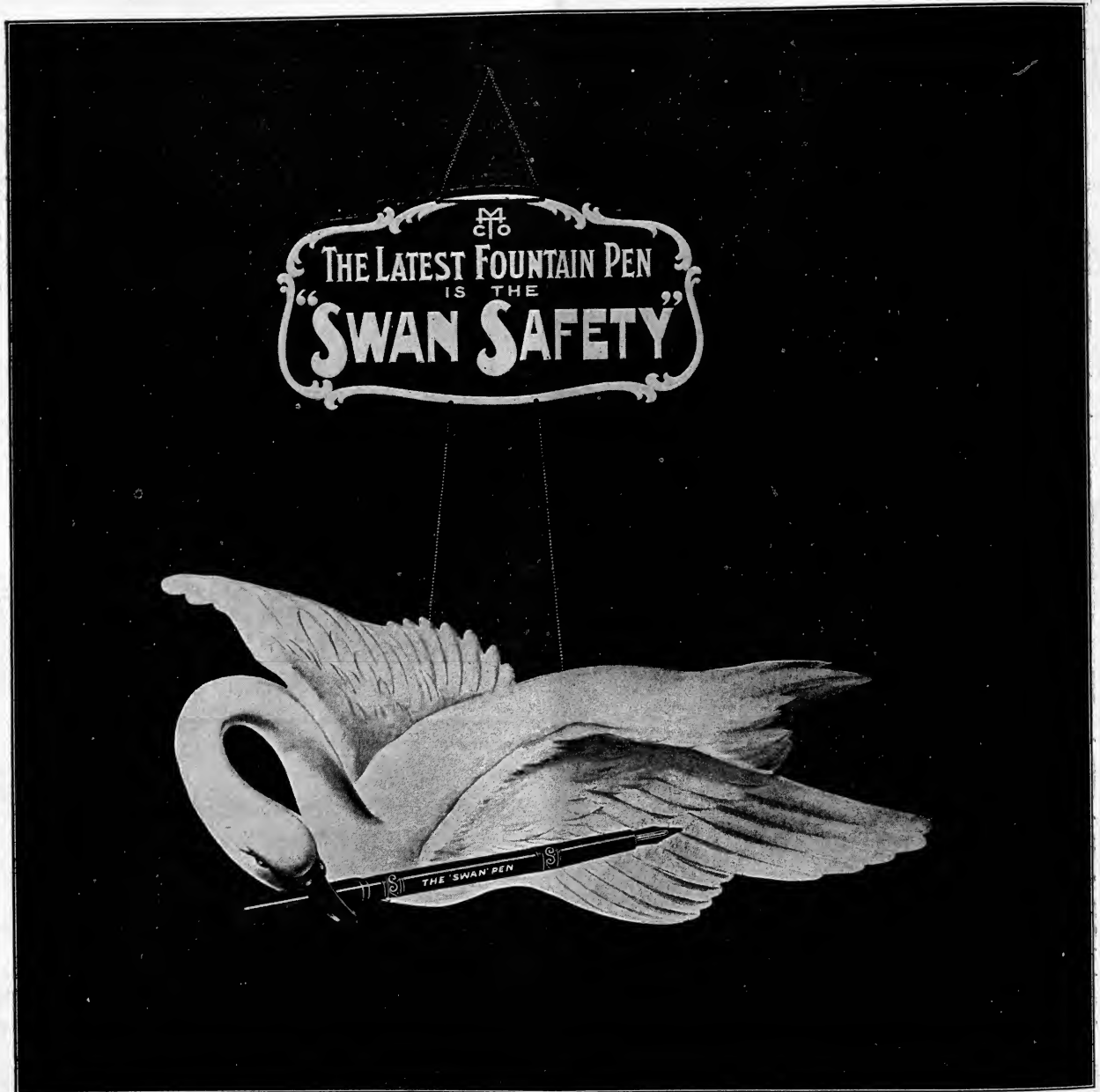
or are willing to learn. The American exporter needs not only more information but also more adaptiveness; his personal prejudices must be subordinated."

FALSE ECONOMY OF AMERICANS.

The conditions existing today are largely due to false economy assumed by the average packer and shipper of American manufacturers. The foreign manufacturer seeks to make his package as good as his

for export but is more certainly true of manufacturers for domestic movement. Inadequate packing is dear at any price. Importers in foreign countries would rather pay for special packing than receive damaged goods, and when they give definite instructions they expect such instructions to be followed.

The utility of such marks as "This side up" and "Handle with care," is doubtful.



AN ARTISTIC WINDOW CARD WHICH IS SUPPLIED TO DEALERS HANDLING SWAN PENS.

monograph on the subject. For years consular agents abroad have been harping on this subject.

"It sometimes costs an importer a considerable amount to ascertain how little an American exporter knows of conditions in foreign countries," comments Freight, "and once having paid for another's lack of information the importer naturally turns his business to those who either do know

product, thereby assuring to his customer the safe arrival of the goods in seasonable time and marketable condition.

The American manufacturer pays very little attention to this material factor in the marketing of his goods. His efforts are directed toward the cheapening of his box costs and in no other country is the factor of strength considered so lightly.

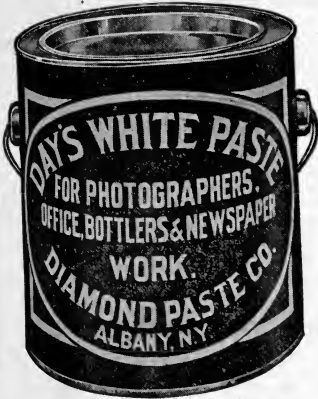
This is not only true of manufacturers

Such instructions may be observed at the loading point in this country, but they are useless at the other end of the route unless inscribed in the language of the country to which the goods are shipped. Even then too much faith should not be placed in their efficacy.

In some countries it is inadvisable to advertise on the exterior the contents of

(Continued on page 35.)

6 & 12 lb. Pails. 6 oz. Jars.



The reason that Consumers always come back for *MORE* of
DAY'S WHITE PASTE

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystalize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A Perfect Paste for All Paste Uses

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.



Write for Dealer's Prices for Full Line

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 Hamilton St., Albany, N. Y.

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.

If you need a little extra stock of new numbers in

GUEST CARDS

to

Retail at 25c. per dozen

just send in for one of our \$7.50 assortments

Beautiful cut out flower effects mostly with easel stands

Chas. S. Clark Company

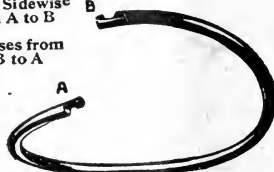
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U. S. A.

EVERY LOOSE LEAF LIES FLAT WHEN USING THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise From A to B
 Closes from B to A



It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy-weight. Unjointed ring, 1 1/4 inches diameter.



Patented Nov. 24, 1908

OTTO KELLNER, JR.,

Write for particulars

Patented Feb. 4, 1902

4028 STATE STREET, CHICAGO

There are years
 of success back of
Carter's Inks
 and years of success
 ahead of the dealer
 who sells them

UNION ENVELOPE COMPANY

Makers of DUPLEX CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes

RICHMOND, VA.

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FOR AMERICAN EXPORT

(Continued from page 32.)

the package, for such advertising indicates to the would-be pilferer his opportunity. Provision against pilfering is necessary, especially in shipments of cased goods, such as boots and shoes, dry goods, hardware, notions and food products. Various methods have been recommended, among which may be mentioned the use of tongued and grooved lumber for boxes, strapping of cases and boxes with steel bands, the use of wire drawn around each end and the middle of the case so tightly that it sinks into the wood at the corners, the ends of the wire then being twisted and cut close with nippers, the use of the safety clips of various kinds to bind the top and bottom of the case to the sides.

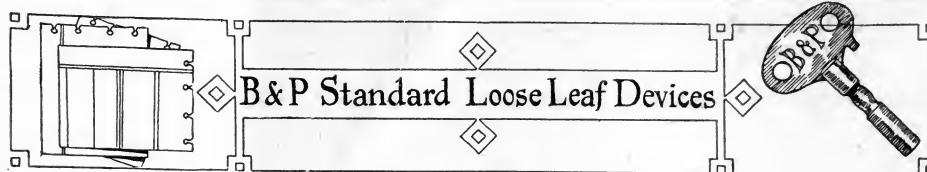
Climatic conditions also must be considered. In Honduras the rainy season lasts for five or six months, during which time it rains hard and frequently. Freight going from the coast to the interior is covered with canvas, but this is not always in good condition and articles badly packed are injured by the rain. In Colombia machinery destined for the interior is frequently exposed to the weather for many days, with heavy rains followed by intense heat, and the shipment may arrive after two or three weeks exposure with several inches covering of mud.

In sections of India where the rainfall takes place within four or five months the heavy and continuous rains produce a dampness in the air quite unknown in the United States. The moisture and heat set up fungoid growths in goods that would be quite impossible in the climatic conditions of America. Even perishable goods packed in tin lined cases are not safe if they have been packed in the United States during wet weather. In Venezuela, for example, food products such as dried fruit and cereals, if packed in cardboard boxes are soon spoiled by tropical moisture or by attacks of worms and weevils.

PACK FOR MANY KINDS OF ANIMALS.

American exporters should know how to pack for transportation by cart, mule, burro, llama, bull or camel. The loads that various pack animals can carry are approximately as follows:—Mule, 200 to 250 pounds; burro, 150 to 200 pounds; llama, about 100 pounds; camel, 350 to 450 pounds. Packages for transportation by these animals should be one-half the foregoing weights, as one package is carried on each side. Thus a mule can carry 250 pounds if divided into two packages, but if a package weighs over 150 pounds he can carry only one, and as this rests on his backbone he cannot carry much above this weight.

The weight that can be carried by man carriers varies from 100 to 150 pounds. The Consuls in their reports have generally indicated where packing for such means of transportation is necessary, and have given further details that will be of assistance.



B&P Standard Loose Leaf Devices



What Every Salesman Should Know

Did you ever stop to think what proportion of your success as a salesman is going to depend on loose leaf goods?

The down to date stationer sees how the "wind is blowing." Loose leaf is THE record system of the future.

There are thousands of loose leaf uses undeveloped as yet. Business men WANT every device that will save time without extra work.

You as a salesman can increase your business getting ability—and your earning ability too—by gathering every bit of information about how loose leaf devices are made and used.

And the more a salesman sells B&P STANDARD and SIEBER and TRUSSELL loose leaf devices the more enthusiastic will he become in the possibilities of loose leaf. For these remarkable new lines provide as a stock article a suitable loose leaf device for every business record.

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

**B&P STANDARD and SIEBER & TRUSSELL
Loose Leaf Devices**

MAIN OFFICE 109-111 Leonard St. **NEW YORK** **FACTORIES** Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.



About Blank Books Also

What has been said above about studying loose leaf devices applies with equal force to the B&P STANDARD line of blank books—"the line of 10,001 numbers."

Certain permanent records will always be kept in bound book form. And for small inexpensive records used by thousands of business houses and individuals it is freely conceded that no loose leaf record can be produced at so low a cost.

These are facts which every dealer should recognize. This forms the sensible dividing line between bound and loose leaf books.

Boorum & Pease Company

MANUFACTURERS OF

**STANDARD BLANK BOOKS
The Line of 10,001 Numbers**

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. **FACTORIES** Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.



COMPLAINT BUREAU

(Continued from page 3.)

a systematic scheme; the scheme itself must be made the subject of investigation and study in order to effect a proper diagnosis of the trouble and the administration of a remedy. An isolated case, as a rule, merely shows the effects of a fraudulent scheme without disclosing sufficiently for corrective purposes the plan underlying the scheme. The collection of data concerning fraudulent operations from a large variety of sources would furnish material upon which to base a systematic campaign for the elimination of the evil as well as the punishment of the perpetrators. The New York Credit Men's Association, because of the large number of business interests constituting its membership and the confidence of that membership and its management, is conceded to be the best adapted to undertake and successfully consummate the plan for the ascertaining of facts and the providing of remedies.

"Many firms take the position that they would rather suffer a small loss as the victim of fraud than to take upon themselves the burden of investigation of the facts and action looking to the protection of others or even of themselves against a similar occurrence, and it is only when the sufferer from such fraud is seriously damaged that he turns aside from the routine of his business work to seek redress. This is particularly the case in the average small bankruptcy case that has the taint of fraud, and such bankrupts, encouraged by the creditor's apparent indifference to his own interests in invoking the bankruptcy act to rid

him of his just obligations, start anew without having had anything proved against his record.

"It is also the case with those who suffer by the fraudulent conveyance in bulk of their goods in fraud of creditors when the individual's creditor's interests are small, though the aggregate amount is large. When the creditor does act he seldom reaches beyond the debtor to the inducing cause of the debtor's dereliction. It may be that the creditor ascertains that the debtor sold out to a 'cash buyer,' who in turn disposed of the goods through an auctioneer. As far as the facts of the particular case are disclosed, the buyer and the auctioneer are comparative strangers, and it is made to appear that the case is their first dealing with each other, whereas it is probable, and almost certain, that that particular 'cash buyer' and auctioneer have been engaged regularly and systematically together in many similar operations. In fact, this type of buyer and auctioneer depend upon such fraudulent operations for their subsistence. Such auctioneers seem to have no difficulty in being relicensed from year to year, nothing being brought to the attention of the authorities upon which to refuse a license.

BUREAU IN CHARGE OF COUNSEL.

"The committee's plan is to establish a complaint bureau under the direct charge and control of counsel for the association and to invite from all the members of the association complaints of any grievances coming within the scope set forth below. For this purpose printed forms with ap-

propriate blanks will be prepared and furnished to the members upon which to make a confidential report to the counsel of their complaints. Each complaint will receive the attention of the counsel immediately upon its receipt and will be investigated by this office.

"If the members take advantage of this opportunity and place on record with the complaint bureau every case of palpable fraud, or even of suspicion, this data will be properly and scientifically systematized, indexed and arranged, and in time the association will be in possession of facts upon which proper action for the checking and correcting of abuses can be taken. The members are to be encouraged to make complaints, even though the specific facts which they may furnish are not sufficient in themselves to warrant action, because such facts when collated with other data obtained from similar complaints from other parties, if not used for criminal prosecution, may be available for use in securing enactment of suitable laws for the protection of business interests.

"It is not intended to have the complaint bureau used in any way for collection purposes or to answer questions of law involving the business of the members.

"Complaints will be invited in the following matters:

- "1. Bankruptcy.
- "2. Fraudulent debtors.
- "3. False written financial statements.
- "4. Auctioneers.
- "5. Collection agents.
- "6. Administration of laws affecting business interests."

If it's Anything in the Line of Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation

BOSTON, MASS.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA



The Best of all Crayons

Globes, Erasers, Slated Cloth.

Hyloplate Blackboards

Portable, Reversible, Framed and
Roll-Up.

Slated Cloth

The Original Andrews Dustless
Eraser.

WEBER COSTELLO CO.

Chicago Heights, Ill.

Successors to School Supply Department of A. H. Andrews & Co., Chicago
Manufacturers for the Trade Only

EAGLE POINT PROTECTOR WITH PENCIL NO. 561



(Reg. U. S. Pat. Office)

Put up 1 dozen on a card and
half-gross in a carton. Gilt Point
Protector, with movable clasp, red
ring and red rubber, containing
yellow polished hexagon pencil 6
inches long. Length of protector
2 3-4 inches.

EAGLE PENCIL COMPANY

377-379 BROADWAY

NEW YORK

PERSONALS

George Anderson and Miss Frances Peterson, both of Brooklyn, N. Y., were married on Wednesday evening of this week at the bride's home. Mr. Rogers was the best man, and Mrs. Rogers, was maid of honor. George is connected with the Tower Manufacturing & Novelty Company, of New York, in the Mail Order Department and has been with the concern for ten years or more. It is the second marriage in the Tower concern in a month and it is becoming as popular as the License Bureau itself, and has long since passed the L. E. Waterman Company in respect to matches.

Charlie Dyer, the New York City representative of the Dennison Manufacturing Company, 15 John street, has been home since the 9th with an acute attack of muscular rheumatism. For some time the trouble even baffled the doctor and it is understood that the pain was very intense. His many friends in the trade, however, will be glad to know that while far from well, he is feeling better and on the mend and expects to be out again in the course of a few days.

J. B. Fisher, of the Tower Manufacturing & Novelty Company, managed to get over to his office on Tuesday of this week for a short time after a week's absence. Jim has been quite under the weather of late but it is hoped that he will soon be himself again and found at his desk as usual.

L. S. Toole, who recently had charge of the Chicago office of Sieber & Trussel Manufacturing Company, is now with the Burr-Vack Company, 511 So. Wabash avenue, Chicago, as manager of the office Furniture Department.

Willis P. Whiting, of Buffalo, N. Y., was in New York City this week for a brief stay. When there he called on a few friends in the trade.

Will Defend Pencil Sharpener Suit

The communication printed below discloses the fact that Goldsmith Brothers of New York intend to defend themselves in the suit brought against them by the United States Automatic Pencil Sharpener Company. Their letter on the subject follows:

October 20, 1911.

EDITOR AMERICAN STATIONER,
New York City, N. Y.

GENTLEMEN: We beg to direct your attention to the item appearing in Vol. LXX, No. 16, published October 14, 1911, of THE AMERICAN STATIONER, wherein you publish a news item regarding the suit brought against Goldsmith Brothers by the United States Automatic Pencil Sharpener Company, to enjoin the sale of United States Automatic Pencil Sharpeners at less than \$3.50.

We think it is but fair to us to complete the article by adding that it is Gold-

smith Brothers' intention to defend themselves against this action until the Supreme Court of the United States has determined that they are not entitled to sell their merchandise at any price that they elect. This suit does not involve any question of contract with the United States Automatic Pencil Sharpener Company, as we did not buy any goods from them. We bought the pencil sharpeners from other sources, and under no contract of any kind, and we felt at liberty to sell these goods at any price.

The Supreme Court of the United States has refused to restrict the sale of all kinds of commodities, including copyrighted books and patent medicines, and we have been advised that, in all probability, when the question reaches this court of last resort, that it will apply the same doctrine to the articles manufactured by the United States Automatic Pencil Sharpener Company.

We have taken an appeal to the Circuit Court of Appeals, and, in the event that we lose in this court, we shall instruct our counsel to appeal to the Supreme Court of the United States. Your item would leave the impression that the suit has been finally determined, and we know that you are fair minded enough to publish this communication.

Very truly yours,

GOLDSMITH BROTHERS.

Trade Journals Highly Praised

"To the trade journals also I wish to extend my congratulations at the great improvement in the character of the reading matter with which their columns have recently been filled. Many valuable articles on legal subjects and much information regarding the conduct of business have been published, and the issues of the past year are worthy of preservation in permanent form. The thanks of the Association are also due these journals for the full reports of our convention proceedings, and the interesting and valuable news of the doings of our committees and members. They are an important factor in promoting the extension of our field of endeavor, and while it may be said that they are in a measure actuated by self-interest in so doing, that should not detract from the merit of doing the work.

READ YOUR TRADE PAPER.

"I would earnestly impress upon each individual to whose ears or eyes this report will come, not to neglect his trade paper. Every stationer should subscribe to at least one of the six excellent periodicals devoted to our business. Having subscribed, he should not only read each issue, advertisements and all, from cover to cover, but pass them down to his employees, and request them to read also, calling their attention to articles of special importance. The order of 'Read, mark, learn and inwardly digest' applies as well as to matters spiritual.

The above is an extract from Ex-President Falconer's report at the Buffalo convention. THE STATIONER is glad to receive the endorsement of so high an authority and we hope that his words will stir many stationers to follow his advice.

PENS AND PENCILS

(Continued from page 30.)

that rather than let a competitive line take the place of their line at the reduced figure they are compelled to go in direct for the business. Your committee has not had an opportunity to investigate this phase of the question but assuming it to be true would suggest that the same condition might prevail with imprints if dealers should attempt to job them. We believe that retail sales at a good profit are much better than jobbing sales at a small profit and cannot see the advantage in registering. Manufacturers of regular lines keep the trade posted, or attempt to. Besides this most of the lines if not all can be secured of the jobber. It will certainly make much more work for the Catalogue Commission and we recommend that it be not considered.

SUBJECTS THEY WANTED INVESTIGATED.

Question Seven—Do you desire to have any particular subject investigated and reported?

The specific answers to this question are interesting and deserve to be given in full in this report. Some mention names and brands but we omit these details. The gist of the matter is not in the name but in the facts.

From a jobber:

"Other jobbers selling to consumers at prices we pay manufacturers. Manufacturers selling direct to consumer."

"Yes! we find that the manufacturer will sell to the large jobber at a better price than the small jobber, but does not make any difference in price between the small jobber and retailer; and at times we find that they (the manufacturers) will sell to the consumer at the same price as to the small jobber."

From a manufacturer:

"Competition between dealer and manufacturer caused by dealers handling imprints."

From dealers:

"Why is a certain make of pencil sold to the United States Government at \$3.36 when the stationer has to pay \$3.60 for them?"

"The present method of bidding and securing school contracts."

"The justice of giving a jobber's discount to any one who sells the consumer."

"Pen question—no special quotation should be made to school boards."

"Possibility of persuading manufacturers to discontinue selling consumer, large or small, and refer all inquiries to dealers."

"Jobbers should have no advantage in selling consumer."

"Charge for dies is sometimes evaded."

"Where does a certain manufacturer stand with the National Association? They sell the consumer at the same price they do the trade."

"The practice of manufacturers selling consumers at trade prices. Also ask manufacturers of pens to increase their lists so as to be able to give the dealer 50 per cent. discount."

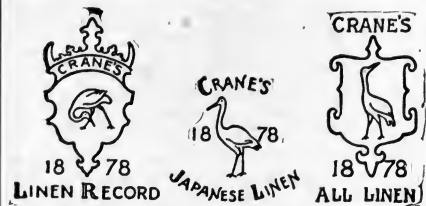
The investigation of these questions is a one year's job and we could not think of understanding it in the short time that we have had the various matters for consideration. The questions are plainly set forth and we recommend that such as are not effected by the recommendation already made under question four, be referred to the incoming Pen and Pencil Committee.

Respectfully submitted,

THEO. L. C. GERRY,
Acting Chairman.

L. A. HAWSER,
Committee on Pen and Pencil.

Mills of **CRANE BROS.**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



YEAR BOOKS FOR 1912

Turn your attention to diaries: these are the active months in that branch. Carry the diary that's advertised:

**HUEBSCH'S
YEAR BOOKS**

B. W. HUEBSCH

225 Fifth avenue New York

"A Journal for Progressive Master Printers"
THE AMERICAN PRINTER
A Sample Copy is Yours for 20 cents.
A Year's Subscription Costs Two Dollars

Should There Be But One International Organization?

The September **AMERICAN PRINTER** contains the opinions of leading organization men on the situation that confronts the two employing printers' conventions at Denver.

This number also contains other timely articles that will interest all up-to-date printers.

Excellent examples of color printing are shown.

The **AMERICAN PRINTER** is subscribed to by printers who wish a journal that instructs, interests and entertains. Are you a subscriber? If not, send 20 cents for a copy.

Oswald Publishing Co., 25 City Hall Place, New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**
Factory, 240-244 Eighth Street, } U. S. A.

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.



This Package Represents

**THE BEST SELLING
AND BEST MADE**

Playing Card

IN THE WORLD

SEND FOR OUR NEW
TUCKS

For Window Display and Office
Directory of Patterns.

**The New York
Consolidated Card Company**

222 to 228 W. 14th St., New York



THE PHOTOMAILER

TRADE MARK

Patented June 26, 1900.
Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.

The Thompson & Norris Co.

Concord and Prince Streets, **BROOKLYN, N. Y.**

Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jülich, Germany.